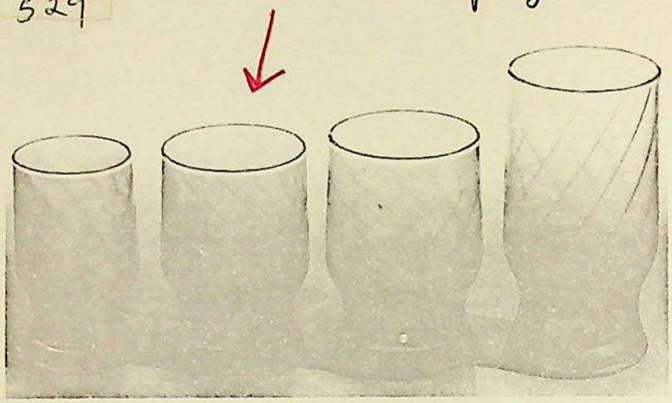


**Glasses** with lower "strike zone" that reportedly gives twice the service life of ordinary heat-treated glasses. Designed so point of impact is in lower third of glass where walls are thickest and strongest. Heat-treated to resist chipping and cracking. Available in juice, water, milk and iced tea sizes. **Anchor Hocking.**
328 ON RETRIEVAL CARD

**Sandwich Bar** 4-feet long with 12 cubic foot capacity. Features stainless steel interior, top, face, ends and doors; stainless steel fold-back cover; and adjustable chrome-plated shelves. Urethane insulated doors have permanent mounted magnetic gasket. Circulating cold air system is fully self-contained with hermetically-sealed refrigeration system and compressor complete with automatic defrost. **Progressive.**
543 ON RETRIEVAL CARD

**Maintenance Guide** 32 pages providing detailed information on roof and floor repair precedures and products. Contains illustrated data on product application and practical suggestions for solving maintenance problems easily and at low cost. **F.A. Wilson Co.**
435 ON RETRIEVAL CARD

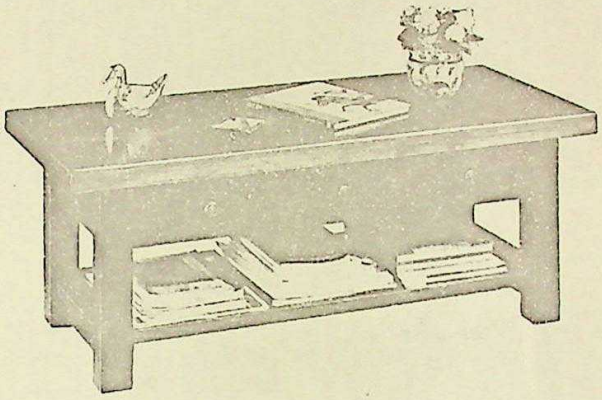


**Table** made of 1-3/4 in. thick hewn northern pine. Lined to blend with any manner or style of traditional furnishings. Stands 16 1/2 in. high, 20 in. wide, 44 in. long. Square cut. Fit with 3 brass pulled long drawers and pegged slatted shelf underneath. In Honeytone or Antique pine finishes. **Yield House.**
317 ON RETRIEVAL CARD

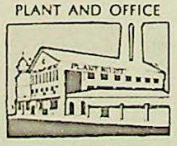

LUNCHEONETTES

HOSPITALS

NURSING HOMES

SCHOOLS

PLANT AND OFFICE



COFFEE SERVICE

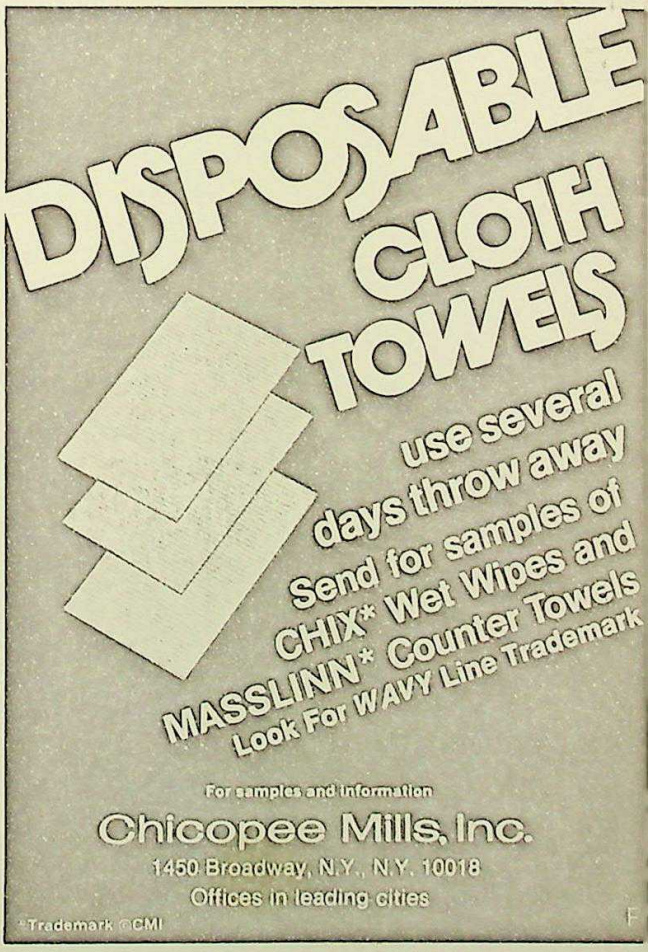
# HERB-OX INSTANT BROTH

## What a "break" for everyone!

We don't claim that Herb-Ox Instant Broth will ever outsell coffee, but if you've an eye for profit, it's simple arithmetic. Herb-Ox costs you less; you sell it for more. It's nationally advertised for instant recognition. It's delicious and nutritious, while low in calories, so they'll repeat often. And since the customer makes it himself you make only the profit!

Display materials available. It's the big profit break. Write or phone Pure Food Co., Mamaroneck, N.Y., (914 OW 8-7900), for samples and the name of your nearest supplier.

CIRCLE 152 ON READER REPLY CARD




CIRCLE 182 ON READER REPLY CARD

D 7/529 ~~14~~ XR

# Saga of Sweden

It sounds like a fairy tale. And that's exactly what it is. Saga of Sweden. A line of silverplate for the table and the bar, styled by silversmith and designer Carl Gustaf Jahnsson. With feeling and intelligence he has created everyday articles with a touch of luxury at affordable prices. Saga of Sweden silverplate is well worth collecting and also makes an excellent gift for those who appreciate real beauty.

Tableware International
February, 1987
Page 26
D7- ~~14~~ XR 529

Luxury at an affordable price.

See Saga in
Frankfurt Fair
Stand No. 10.2.C73

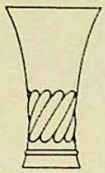
MEMA MARKSTRÖM

Brantabäcksgatan 4, Box 911, S-53119 Lidköping, Sweden. Phone 0510-22120.

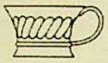
SEE BACK

D7/ ~~14~~ 529 XR

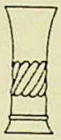

# Saga of Sweden



Wine goblet

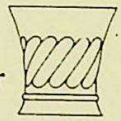


Punch cup



Snaps goblet

Tumbler



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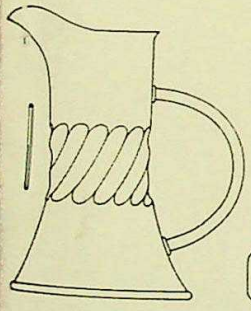
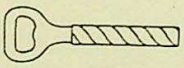
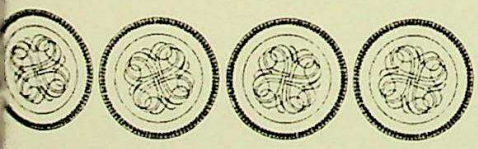


Jug

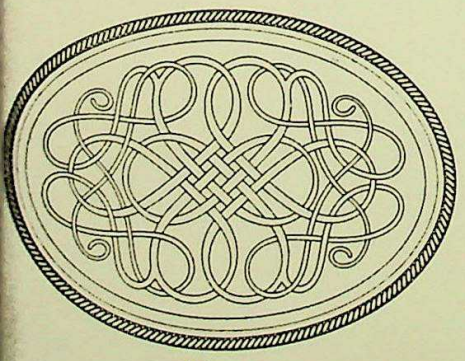
Corkscrew



Bottle opener



Glass stand (4)



Tray

MEMA MARKSTRÖM
Brantabäcksgatan 4, Box 911,
S-53119 Lidköping, Sweden.
Phone 0510-22120.

*A cup by William Goode, dated 1906, due for revival as a Thomas Goode own-brand*

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Tableware International

February, 1987

in Homes and Gardens, The Tatler and Interiors; and overseas in House Beautiful, Gourmet, Connoisseur, and airline in-flight magazines, including that of JAL Japanese airlines. The response is seen as excellent.

Public relations effort is being put into show houses, hotel video presentations targeted on people aspiring to a high social position, and mailshots to regular customers. 'We follow our overseas customers from house to house,' says Mr Lloyd, 'and often they are happy to buy, leaving the choice to us. We had a recent call from someone in Spain, who ordered a lamp at up to £400 to be sent to his sister-in-law. All he told us was that her new home was decorated in shades of pink!'

Gift vouchers are presented to bridal customers, of whom 50 are on TG's books at any one time, producing sales averaging £2,000 each. Anniversary cards are *not* sent out to bridal customers – the divorce rate is seen as too high.

A 1986 success, which will be extended this year, involves co-operation with London hotels. Groups of high-spending visitors – ambassadors' wives, for example – are welcomed to the store after hours for a conducted tour. A recent group of Texans spent £10,000 in two hours. 'But the important thing is the spin-off afterwards,' points out Mr Spiers.

In addition, work will be done on the store interior, splendid but no longer fully in-tune with modern taste, nor as efficient as modern retailing requires. The first step will be the re-lighting of the dessert department.

Display is traditional, with nearly everything on view, arranged on central and wall display units. Some of these were built of solid mahogany and other fine timbers before the turn of the century. Table settings form tempting centrepieces. 'Our showroom is a working area,' says Nigel Spiers. 'It is necessary to show factories' collections. People ask us "Where are the Doulton dolls?" or "Where is the Waterford?" We cannot abandon that approach to our layout. You can confuse the customer by being too arty.'

Changes to the store's own appearance reflect the place that Mr Spiers sees it occupying in the mind of its customers. 'We need to shift the emphasis to reflect a more modern approach to interior decor,' he says. 'Few Britons would list tableware as important purchases, though Americans do. We are trying to broaden china and glass to include it as part of the growing field of interior decor.'

Thomas Goode are often asked to help furnish showhouses. 'We can do something in every room in the house,' says Mr Spiers. 'We are not confined to tableware. We carry a great deal of ornamental ware, large decorative pieces, mirrors, lamps, coffee tables and ceramic antiques.'

Mr Lloyd amplifies the theme. 'We are trying to reflect a broader merchandise mix for today's lifestyle, just as Next do with their clothes. We are considering extending our stock mix. After all, the name Thomas Goode can market a variety of things – not just tableware.' The first will be a drinks cabinet with doors finished in a book-spine effect. Other items will follow. In addition, ceramic gifts and tableware with a Thomas Goode backstamp have been commissioned. These will include Minton tea and coffee sets based on designs by William Goode, a forebear of Peter Minton Goode, and Minton dinner services, with space for monograms and personalisation, designed particularly for the American market. Enamel boxes with designs based on majolica tiles in the TG showroom are also in preparation. A theme of TG own-brand goods will be co-ordinated sets.

SEE BACK

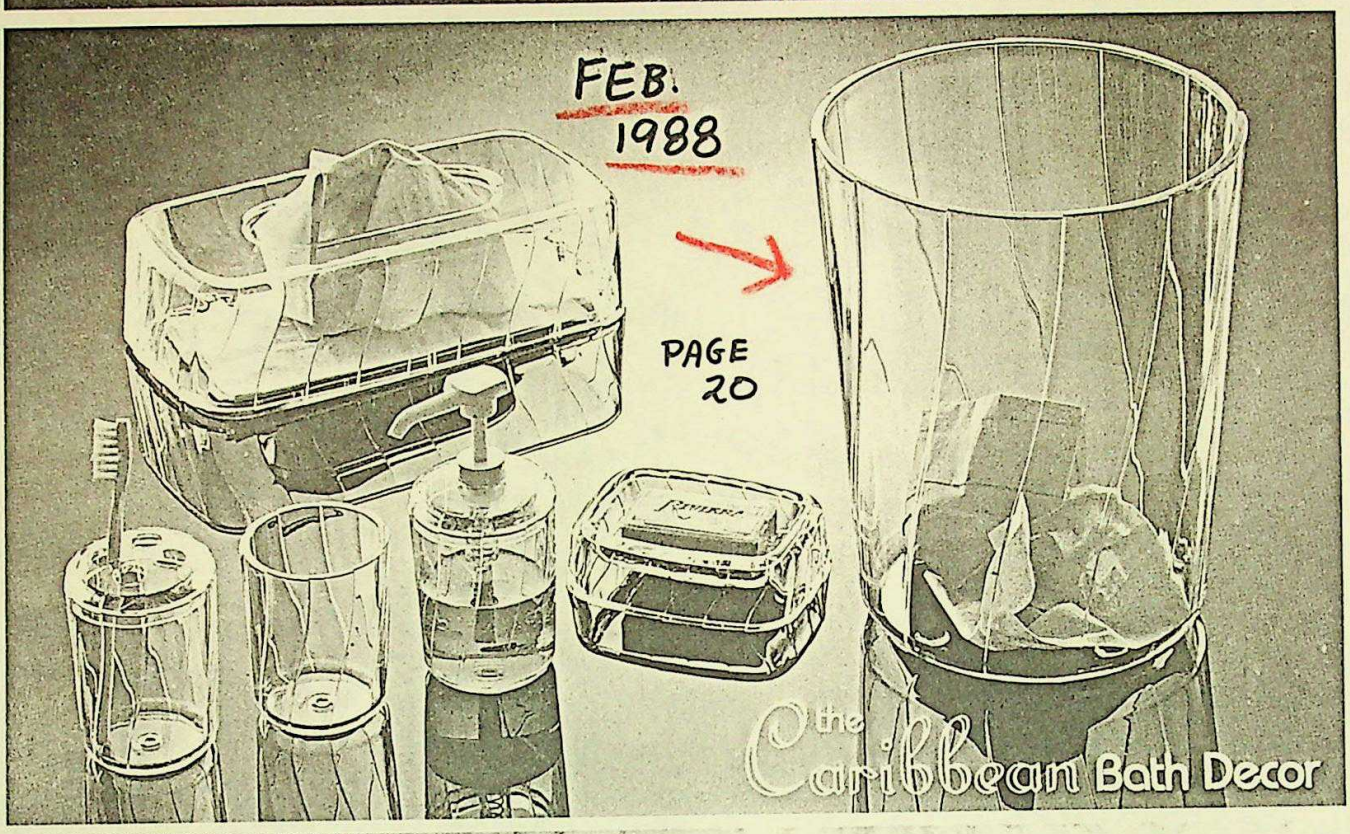
The average UK shopper spends £100 at Thomas Goode; overseas visitors £300. The customer mix retains its pronounced tilt towards the top. The shop is still a haven of fine things, sought out by the discriminating, and particularly by those of deeper pocket.

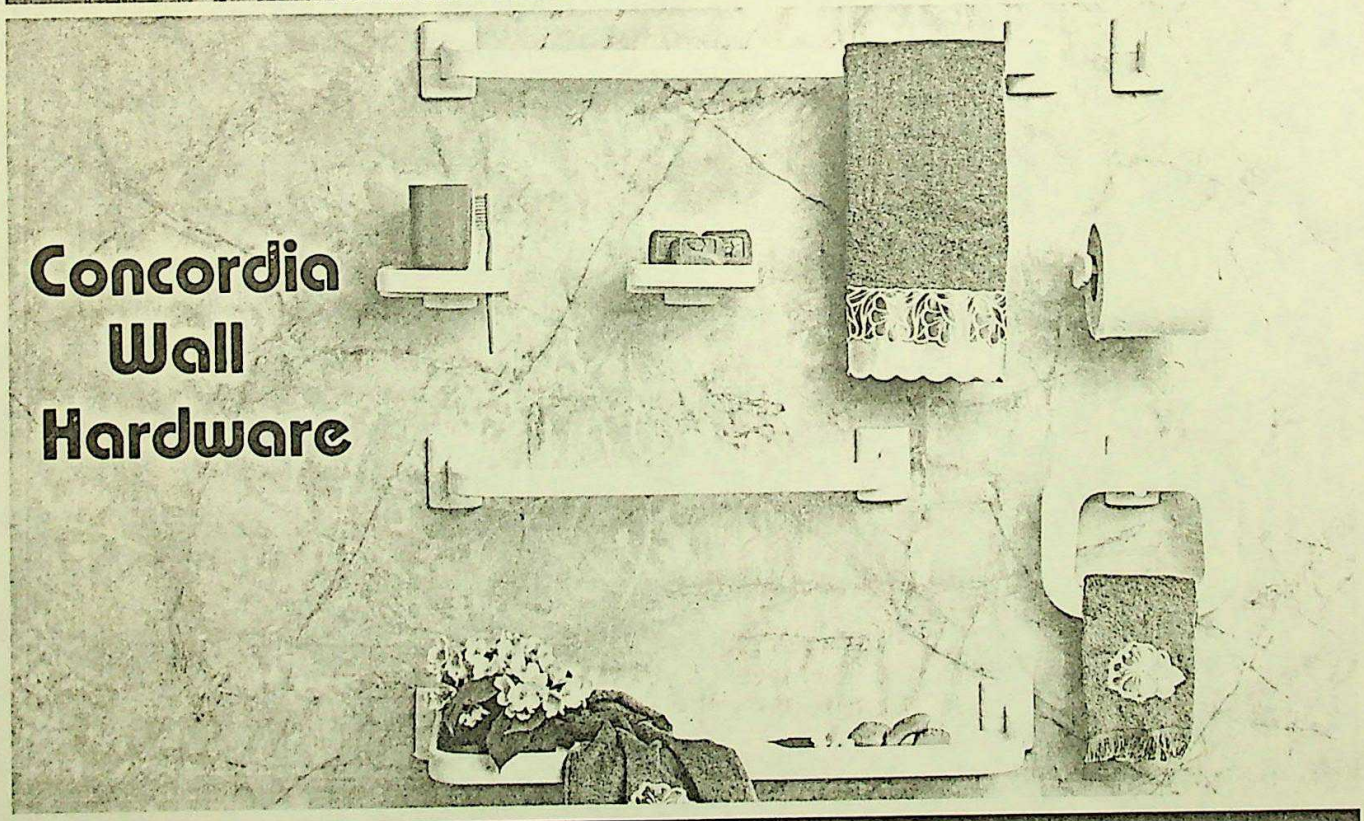
As modern management blows away the few flecks of dust which may have gathered on a fine old business, Thomas Goode can be

D7-14 529 LDB INTERIOR TEXTILES

# More Creative Bath Ideas To Create More Sales For You!

FEB. 1988




for ordering information and prices call: 516/243-0111

**Creative Bath** 191 Rodeo Dr. Brentwood, NY 11717

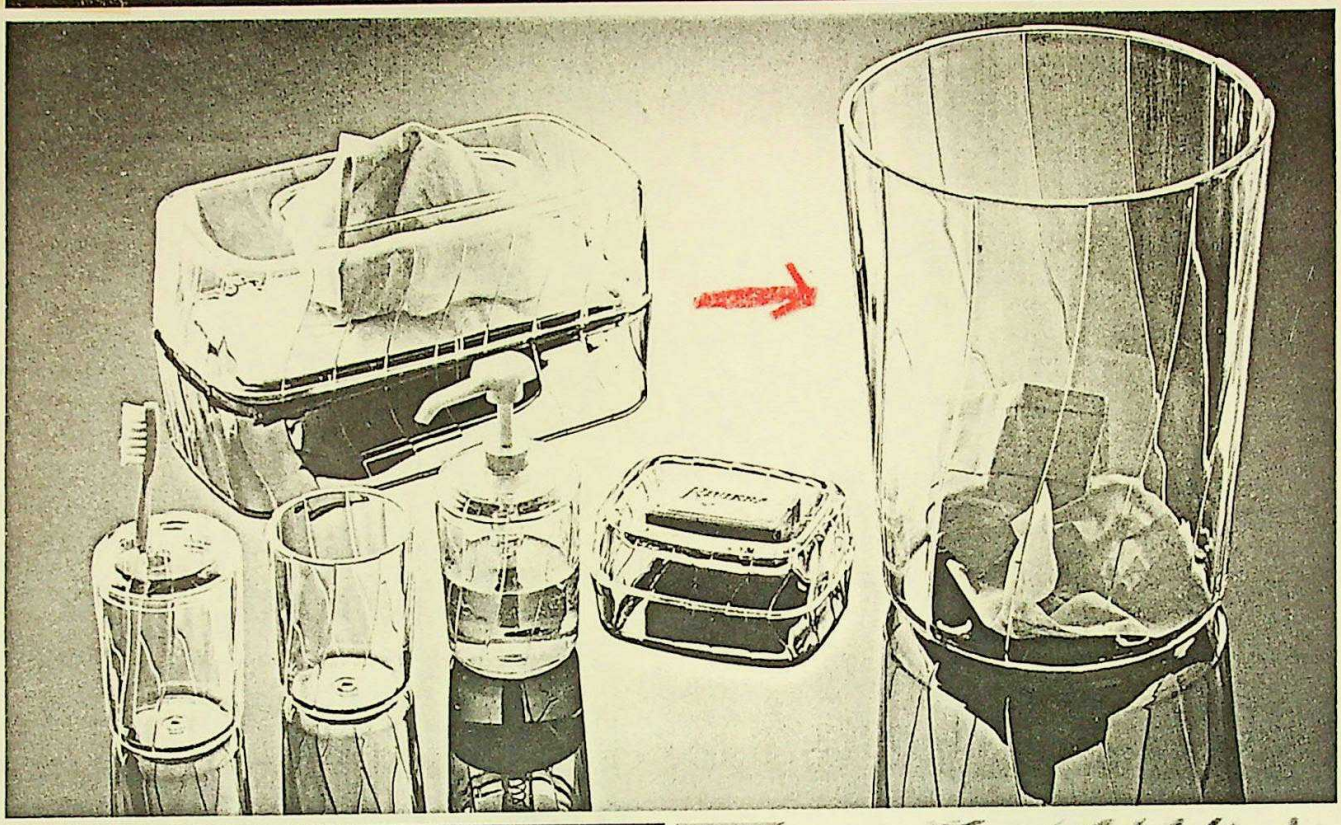
Aquarius Bath Fashion, Inc., 1451 Castlefield Ave., Toronto, Ontario, CANADA M6M 1Y3 (416) 656-2000

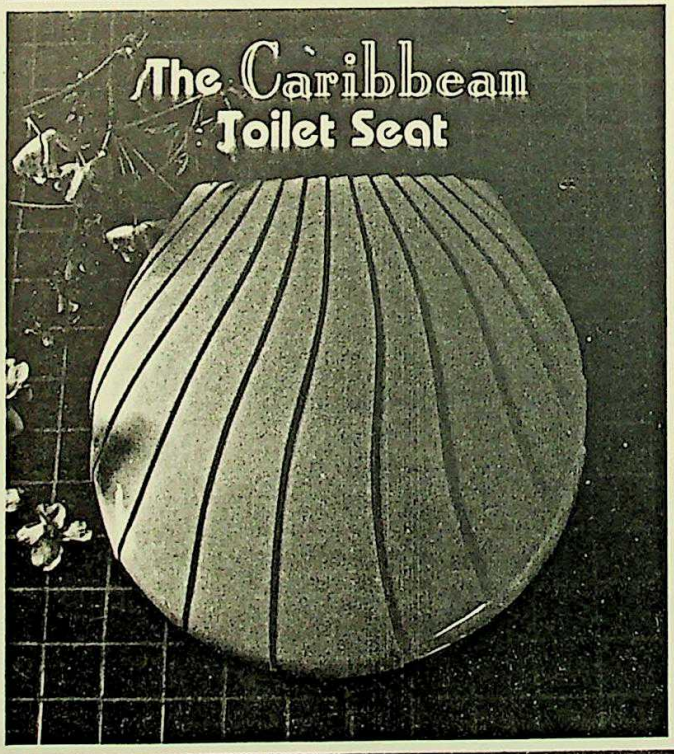
New! New York Showroom: 295 Fifth Ave., NYC 10016 • 212/889-2666

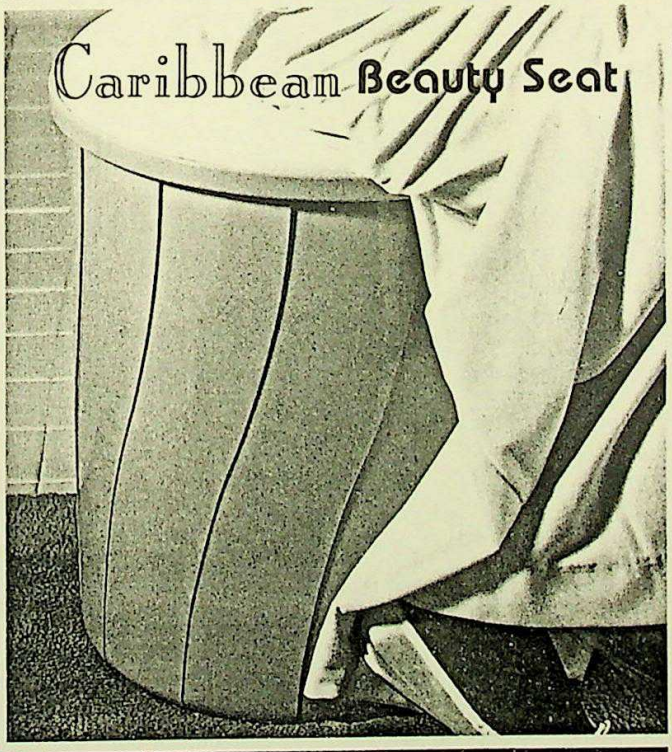
Circle 13 on reader inquiry card

# Introducing the Complete Caribbean Line...

The Caribbean — a sumptuous color array of coordinated bath decor. Includes Complete Bath Boutique Set, plus Vanity Beauty Seat, Toilet Seat, and Lipstick Holder (not shown) all delivered in elegant 4 color prize-winning packaging.






**More Creative Bath Ideas To Create More Sales For You!**

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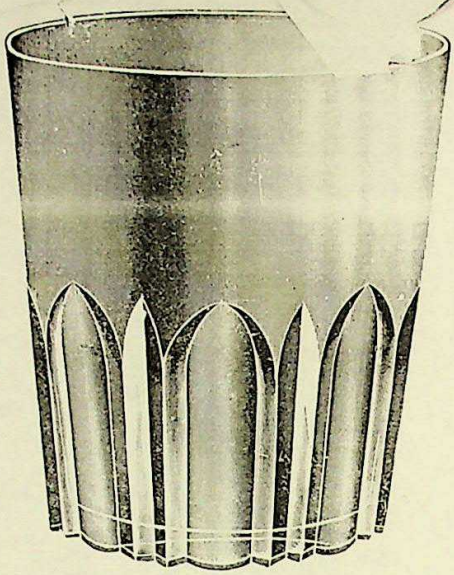
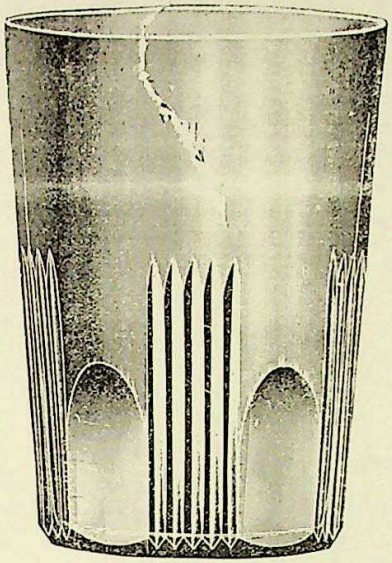
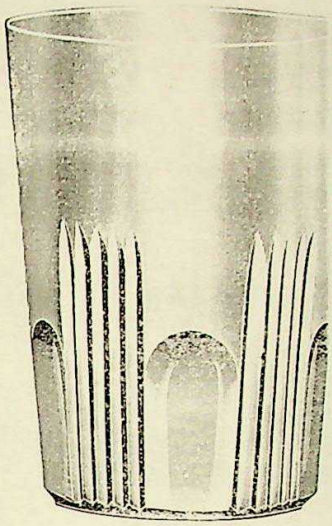


No. 35, 9oz.

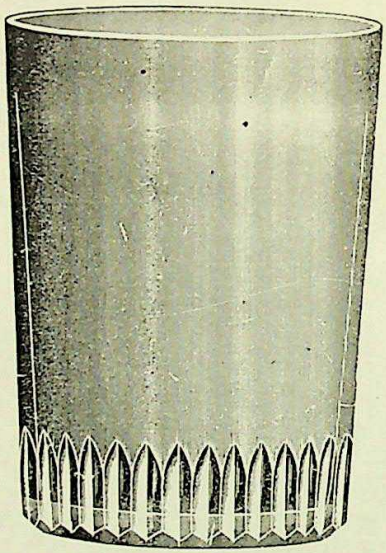


No. 37, 8 oz.

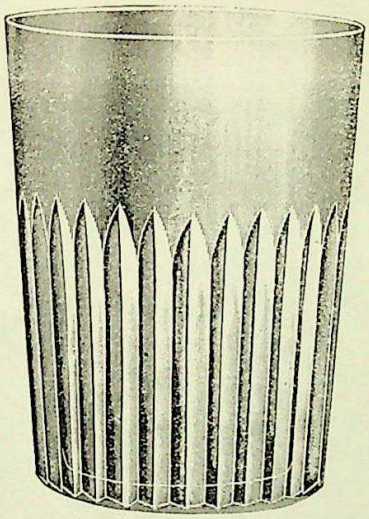


No. 37¾, 6 oz.

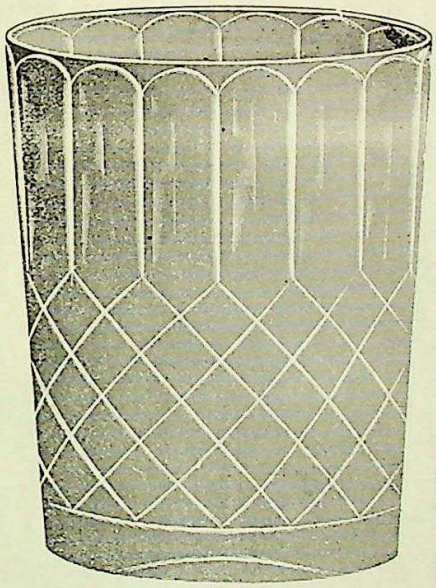
PRESSED TUMBLERS



No. 38½, 8 oz.



No. 38¾, 6 oz.



No. 42, 10 oz.

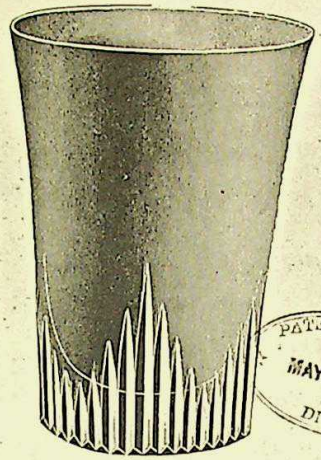
MONONGAHELA GLASS. CO. CATALOG
4/1920

~~D7/14~~ D7/530

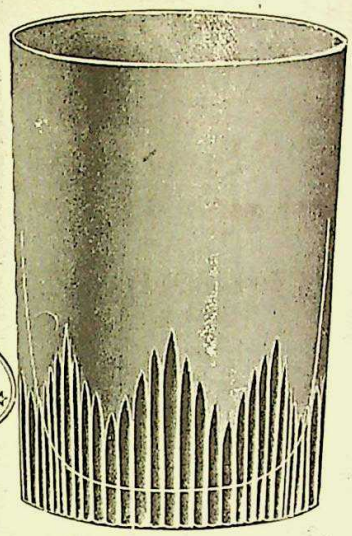


## LEAD GLASS BLOWN TUMBLERS CUT.

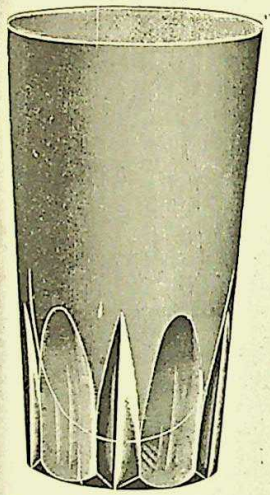
No. 8127, 2 ½ oz., Cut 14.



No. 9016, 4½ oz., Cut 15.

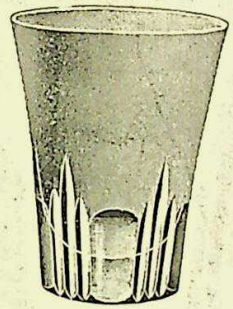


No. 9455, 9 oz., Cut 15.



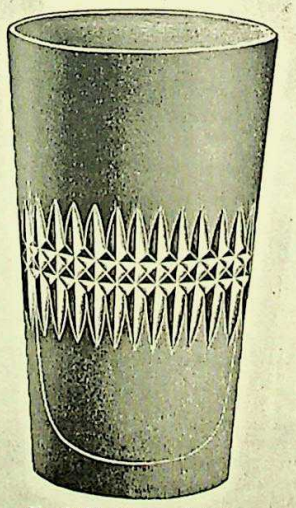
No. 8421, 4½ oz., Cut. 14.

No. 9451, 6 oz., Cut 16.

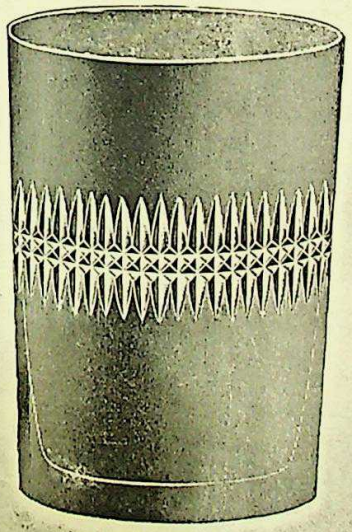


No. 9016, 1½ oz., Cut 16

No. 8711, 5½ oz., Cut 14.



No. 8421, 4½ oz., Cut 18.



No. 9455, 9 oz., Cut 18.

PATENT OFFICE
MAY 12 1930
DIV. 55

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CATALOG NO. 6
APRIL 1, 1920
MONONGAH GLASS COMPANY

NOTE: THIS PAGE IS ON A GREATLY REDUCED SCALE. CATALOG IS IN DESIGN GROUP LIBRARY.

## Dinnerware and Glass

- *Rich, Lively Color*
- *Understated Elegance*
- *Much Provincial*

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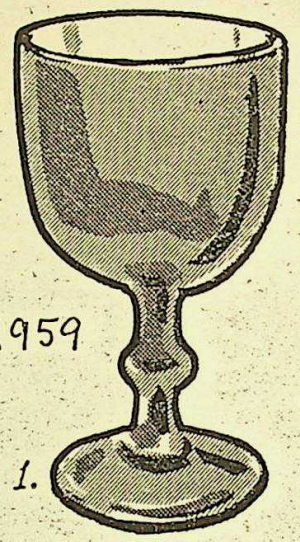
January 19, 1959

HOME FURNISHINGS DAILY
MON. JAN. 19, 1959
P. 114



# New Glassware Designs

1. COLOR: The Latham shape is newly available in deep blue or amethyst cased glass, with white liner, as well as in cobalt blue or Empoll green. Retail prices start at $1 and go up to $3. Mitteldorfer Straus, Inc., New York.

2. TRADITIONAL: Four new shapes in stemware by Fostoria Glass Co., Moundsville, W. Va., are classified as three traditional and one contemporary, although all have a traditional look. Embassy retails around $3 with no cuttings. There are 18 cuttings on the new shapes.

3. STYLE-AT-A-PRICE: Blefeld & Co., New York, has four polished cuttings on Czechoslovakian crystal tumblers. Retail is about $12 a dozen for Dorothy.

4. COLONIAL: Italian hobnail tumbler in amethyst, amber, aqua or smoke retails for about $7 a dozen. Premier Import, Inc., New York, also has bell-shaped stemware with clear stem and opaline bowl, or cased opaline with amethyst bowl. Retail is from $27 to $30 a dozen.

5. TEXTURE: New Amberina tumblers in dimpled textured shape are in shaded ruby-to-amber color. Retail is from 90 cents to $1, according to Imperial Glass Corp., Bellaire, O.

6. CLASSICAL: Return to formal traditional styles have revived interest in classical designs. Duncan & Miller Glass, Tiffin, O., has this new stemware shape shown with the pattern called Spartan. Retail prices for the two new shapes with eight cuttings are from $2 to $3.

7. ELEGANT: Bucket-shaped stemware with mitre cuttings retails for about $3.25. Three new shapes with 10 cuttings retailing from $1.95 to $3.50 are new with Val St. Lambert Corp.; New York.

8. PERIOD PIECE: Georgian tumbler for lovers of Colonial comes in ruby, green, amber, smoke, amethyst, light blue or clear. Retail price is about 75 cents. Exception is the 90-cent retailer on ruby. Viking Glass Co., New Martinsville, W. Va.

9. CUP OF CHEER: For devotees of Irish coffee, Arcadia Export-Import Corp., New York has St. Patrick. The gray cutting is of clover leaf. Retail is about $5.95 for a set of eight boxed pieces.

10. PLAIN WITH GOLD: Fleur-de-lis pattern in gold on clear sham tumbler retails for about $6 a set of eight highball glasses. West Virginia Glass, Weston, W. Va.

11. GRACEFUL: The trend to elegance is reflected in the 33 cuttings and the four new shapes from Tiffin, Tiffin, O. Sentiment has a delicate pattern encircling the bowl. Retail prices range from $2 to $3.75 for the new collection.

12. PRODUCT OF THE MACHINE: Cranberry or clear stemware shape retails for about 69 cents a piece. Indiana Glass Co., Dunkirk, Ind.

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D 7/14 530
D 7/6
Jenkins

BOTTOM OF PAGE
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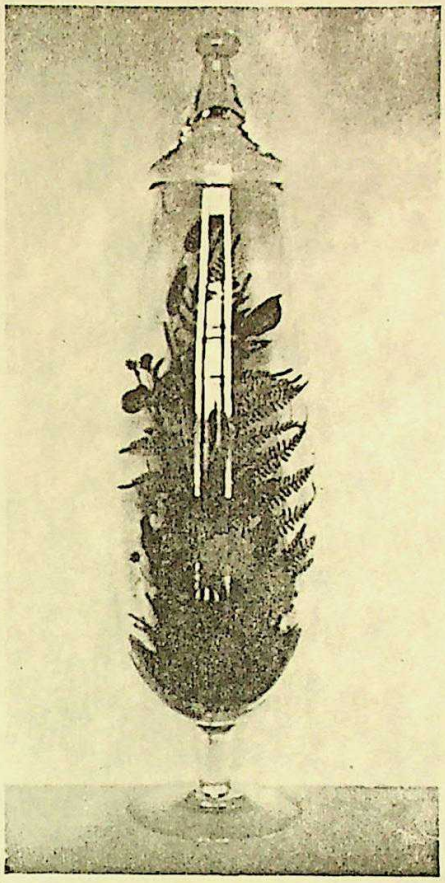
530
D7/14

The Vichy pattern from Cartwright and Edwards' Norville ironstone range of tableware This pattern is on a rust background

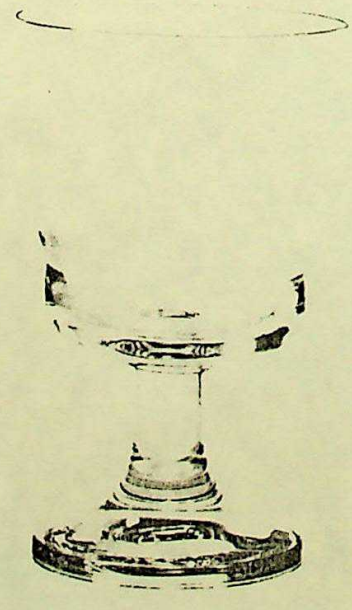
A giant brandy with lid enclosing an arrangement of dried flowers will be shown at Mount Royal by H Lohnberg

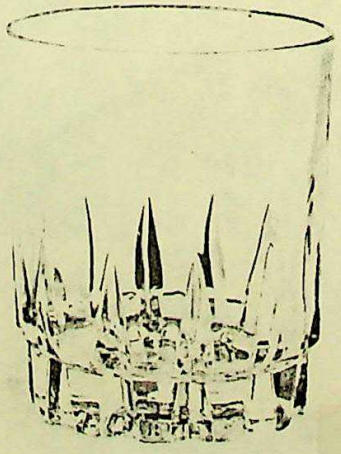


Monaco, one of the new patterns from Cartwright and Edwards. The design is on a dark brown background

Nov. 1973
p. 41

George Wade and Son Ltd is launching this set of nursery figures at the Wholesale Buyers' Gifts Fair. The set comprises Mary Mary, Boy Blue, Queen of Hearts, Tommy Tucker, and Cat and Fiddle. The recommended retail price of each figure is 37p in Britain.

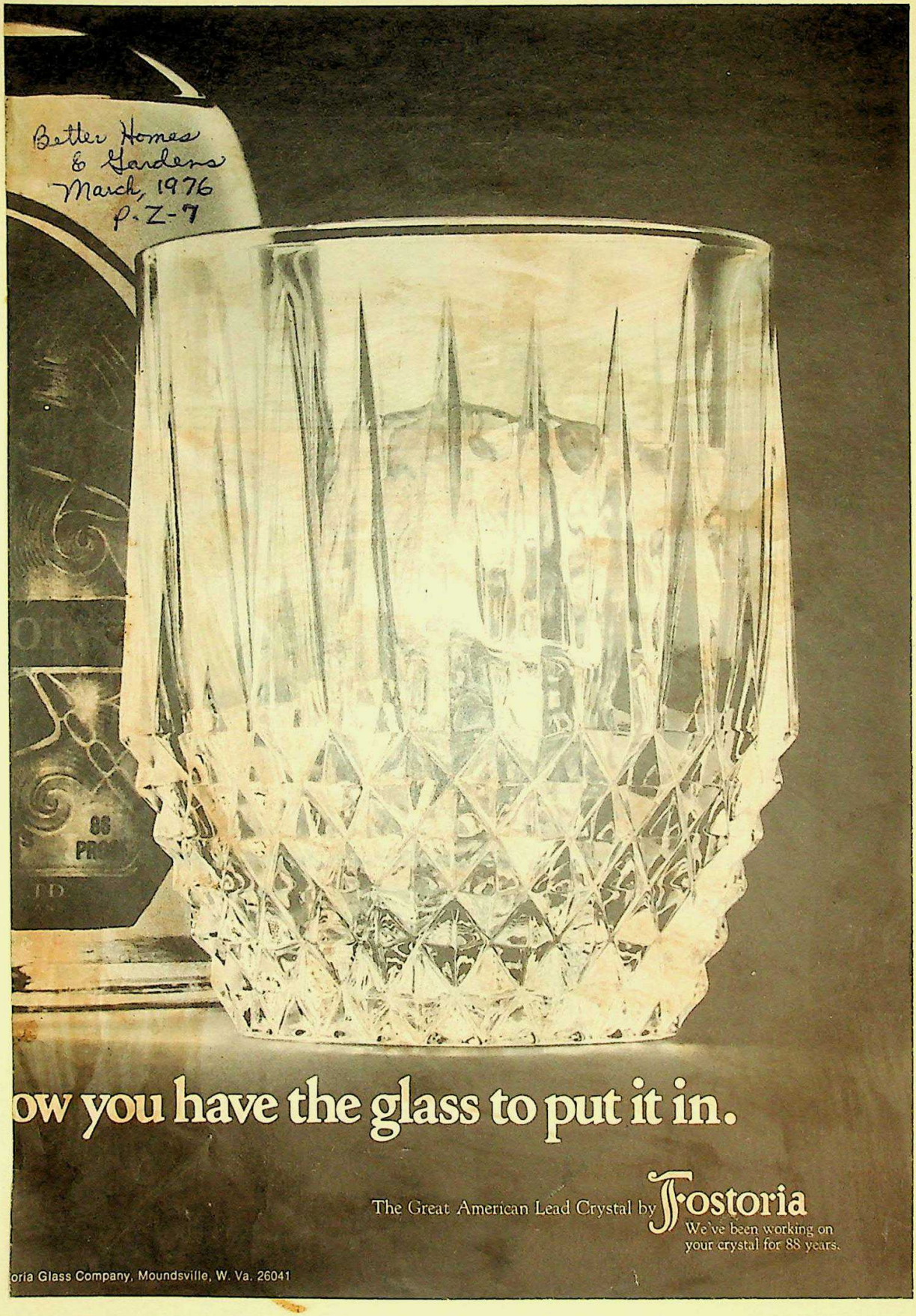




Two pieces from the Universal Agencies range of glassware. Both are machine made, the stem glass by Saivo, and the tumbler by Fidenza Vetraria

D7/~~D4~~ 530

MARCH, 1976 p. Z-7
BETTER HOMES & GARDENS



D7/~~N~~ 530

"LONGCHAMP" BY J.G. DURAND

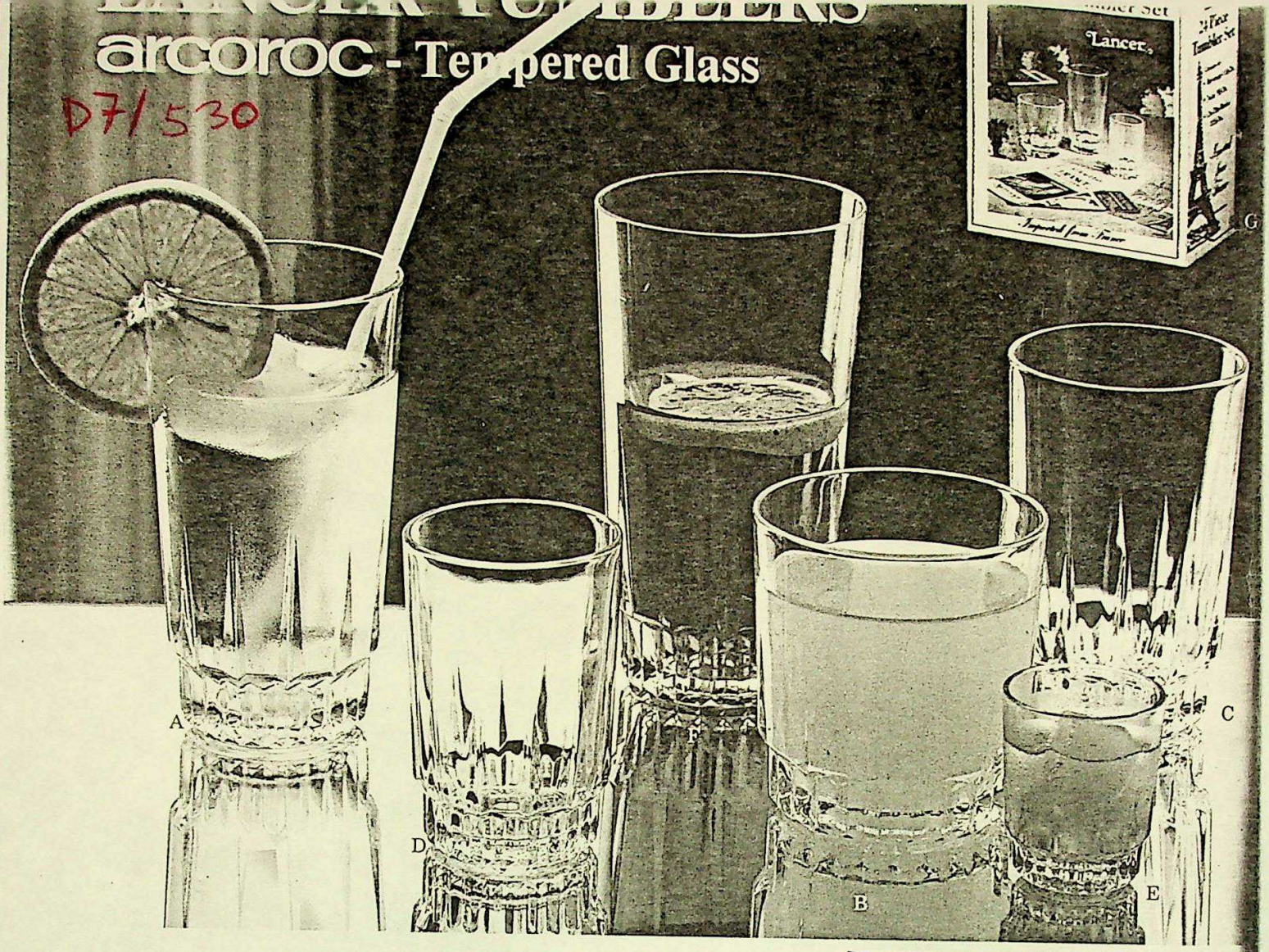
GIFTS & TABLEWARE

p. 106 DEC. 1978

# LANCER TUMBLERS

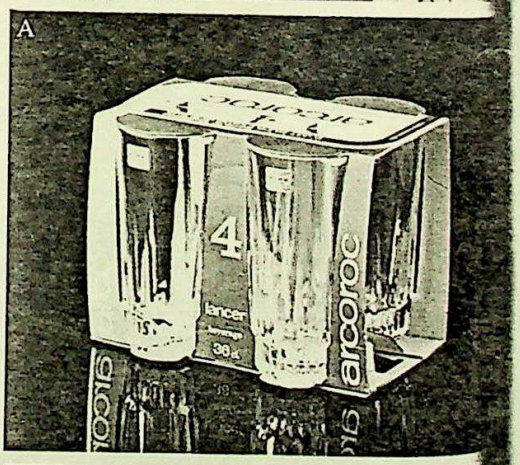
## arcoroc - Tempered Glass

D7/530




| | Code | Size | Description | Pieces / Box | Quantity / Master Carton | Lbs. / Master Carton |
|---|---|---|---|---|---|---|
| | Carry Packs of 4 | | | | | |
| A | 8003063 | 11 1/2 oz. | Beverage | 4 | 12 pks. | 35 |
| B | 8003014 | 10 1/2 oz. | On-the-Rocks | 4 | 12 pks. | 31 |
| C | 8003022 | 9 oz. | Tumbler | 4 | 12 pks. | 32 |
| D | 8003048 | 5 1/2 oz. | Juice | 4 | 12 pks. | 18 |
| E | 8003055 | 1 3/4 oz. | Shot Glass | 4 | 12 pks. | 7 |
| F | 8012726 | 16 oz. | Ice-Tea | 4 | 12 pks. | 47 |
| | Multiple Piece Sets | | | | | |
| G | 8007148 | | 24 pc. Tumbler Set (Eight ea: 11 1/2 oz. Beverage, 10 1/2 oz. O-T-R, 5 1/2 oz. Juice) | | 3 sets | 45 |
| | 8009094 | | 18 pc. Tumbler Set (Six ea: 11 1/2 oz. Beverage, 10 1/2 oz. O-T-R, 5 1/2 oz. Juice) | 1 set | 4 sets | 43 |
| | 8012700 | | 16 pc. Cooler Set (Four ea : 16 oz. Ice Tea, 11 1/2 oz. Beverage, 10 1/2 oz. O-T-R, 5 1/2 oz. Juice) | 1 set | 3 sets | 34 |
| | Bulk (TA12) | | | | | |
| | 8011041 | 11 1/2 oz. | Beverage | | 1 doz. | 9 |
| | 8011066 | 10 1/2 oz. | On-The-Rocks | | 1 doz. | 8 |
| H | 8011058 | 5 1/2 oz. | Juice | | 1 doz. | 5 |
| | 8012718 | 16 oz. | Ice-Tea | | 1 doz. | 12 |
| | Bulk | | | | | |
| | 8003865 | 11 1/2 oz. | Beverage | | 2 doz. | 17 |
| | 8003873 | 10 1/2 oz. | On-the-Rocks | | 2 doz. | 15 |
| | 8003857 | 5 1/2 oz. | Juice | | 2 doz. | 8 |
| | 8012783 | 16 oz. | Ice-Tea | | 2 doz. | 23 |

A




H

DURAND CATALOG REC'D 11/1982

CP3-11C25

D7-530 BETTER HOMES & GARDENS MARCH 1983 PAGE 23

D7/44

March 1983

by Wheaton
Glass House™
WHERE GLASSMAKING IS AN ART

Better Homes & Gardens page 23

**aking is an Art in the Glass House**. *Each style in the 1983 Glass House Collection n created to enrich the eye and stimulate the palate. The glass itself achieves an linary crystal clarity due to the use of higher quality ingredients. Each piece is specially shed to produce that gleaming, long-lasting finish and thin beadless rim found on the finest lead crystal.*

"COTILLION" PATTERN

*llion Pattern illustrated above and others are available in better Department and Gift Stores Everywhere • Wheaton Fine Glass • Millville, NJ*

©1983 Wheaton Fine Glass

"Cotillion" Pattern
Wheaton Fine Glass

Better Homes & Gardens

March, 1983

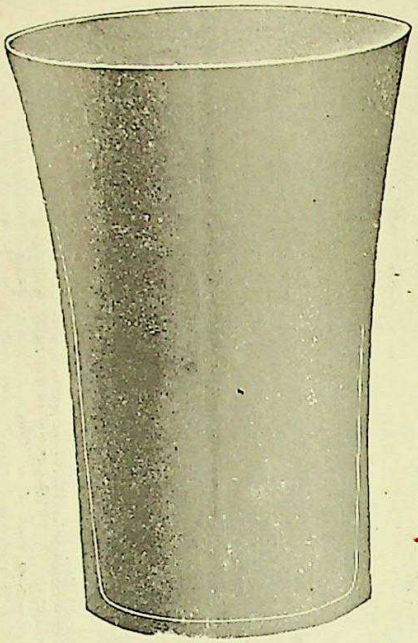
Page 23

D7-14531

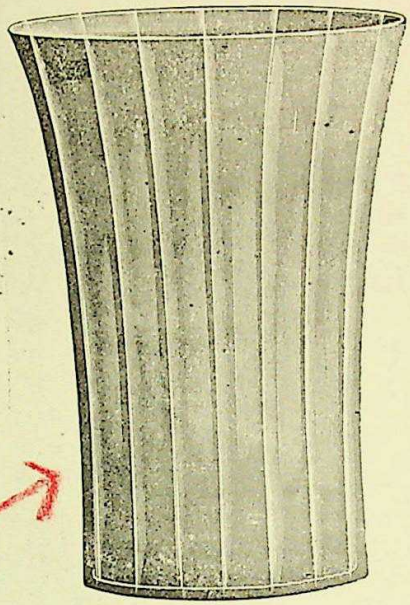
LEAD GLASS BLOWN TUMBLERS

PAGE 174

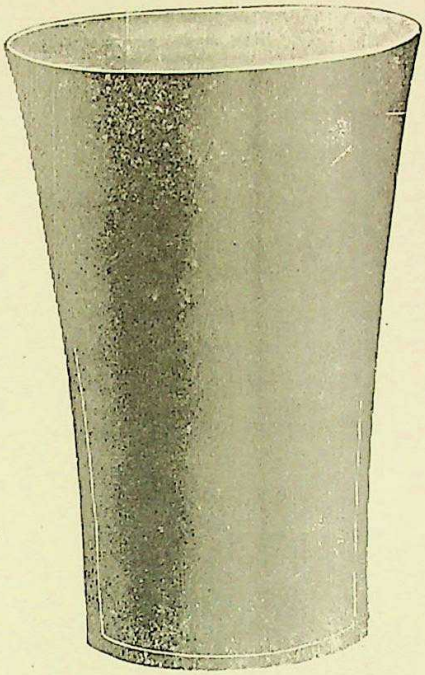
CATALOG #6
APRIL 1, 1920



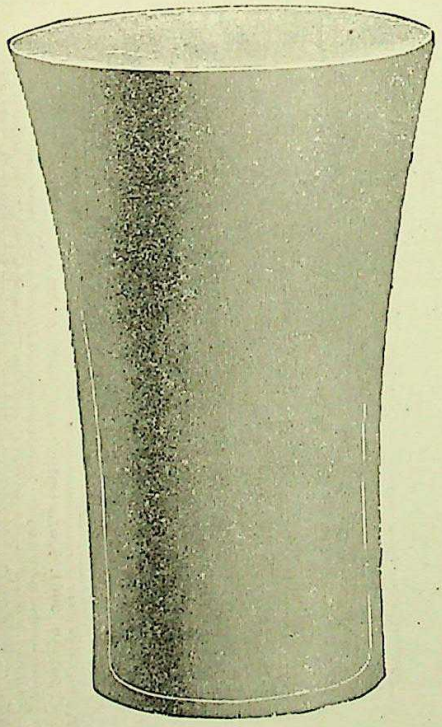
No. 9001, 8 oz.



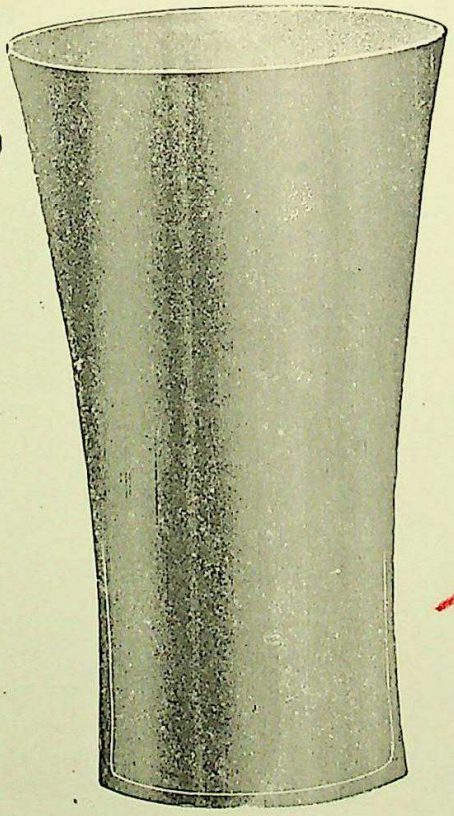
No. 9001, 8 oz., Optic.



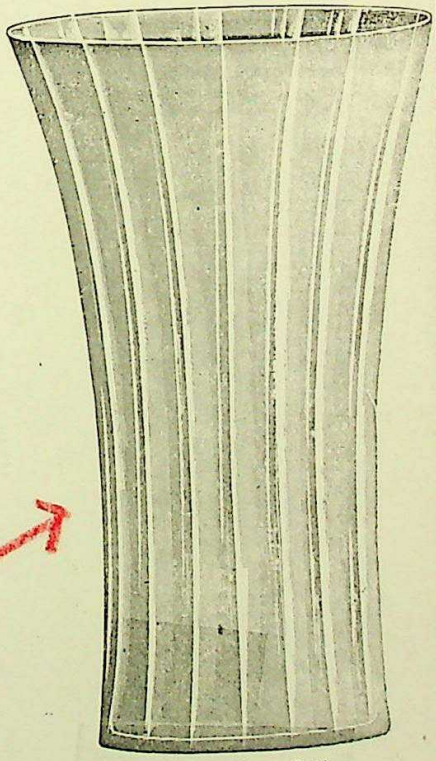
No. 9001, 9 oz.



No. 9001, 10 oz.



No. 9001, 12 oz.



No. 9001, 12 oz. Optic.

C-1

# Monongah Glass Company

**Fairmont, West Va., U. S. A.**

T-3

RETURN TO

**April 1st, 1920**

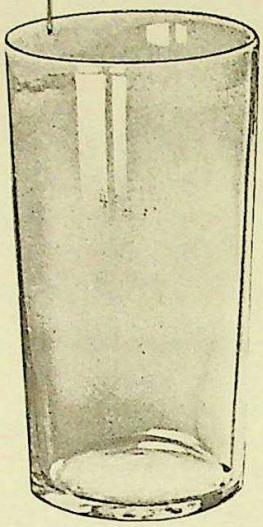
**CATALOGUE No. 6**

D7-~~14~~ 531 CAT. #3 Rec'd. 5/29/1935

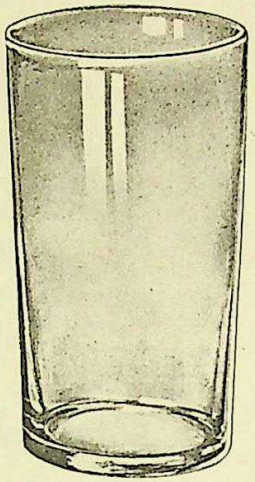


# Thin Blown Shells

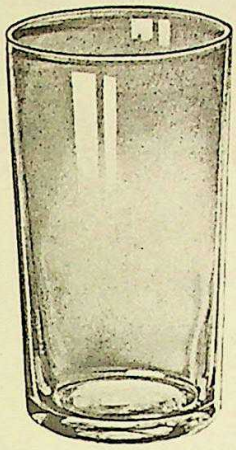
## Crystal



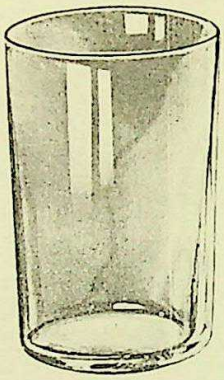
3515—12 OZ. SHELL
6 DOZ. CARTON—30 LBS.



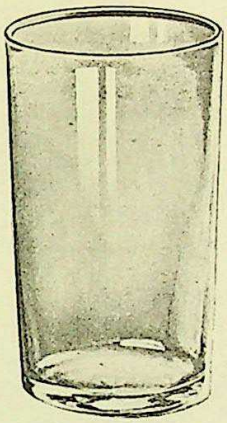
3514—10 OZ. SHELL
12 DOZ. CARTON—51 LBS.



3513—8 OZ. SHELL
12 DOZ. CARTON—45 LBS.



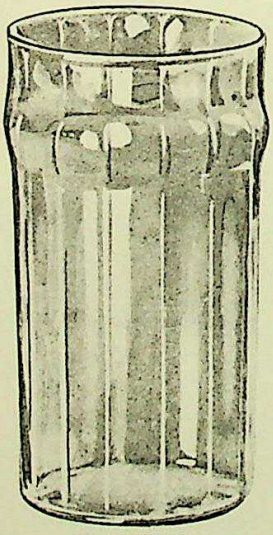
3511—6 OZ. SHELL
12 DOZ. CARTON—43 LBS.



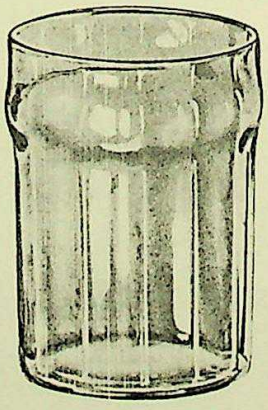
3512—7 OZ. SHELL
12 DOZ. CARTON—44 LBS.

# Protected Edge Thin-Blown Tumblers

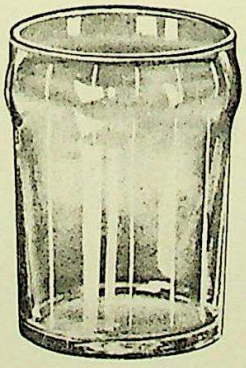
## Crystal



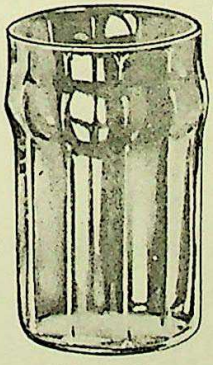
3208—12 OZ.
6 DOZ. CARTON
32 LBS.



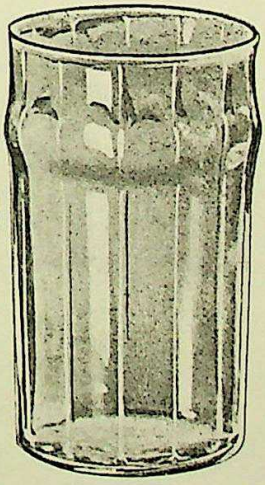
3201—9 OZ.
12 DOZ. CARTON
44 LBS.



3210—8 OZ.
12 DOZ. CARTON
47 LBS.



3203—5 OZ.
12 DOZ. CARTON
30 LBS.



3206—10 OZ.
12 DOZ. CARTON
56 LBS.

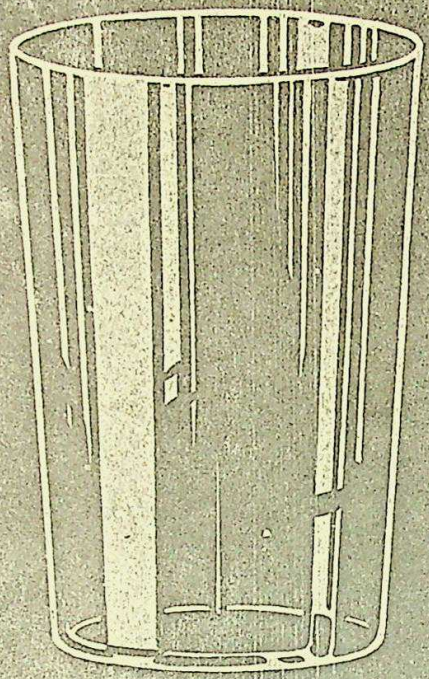
ILLUSTRATIONS ONE-HALF ACTUAL SIZE

Design
D 7-531

D7/531

DESIGN DIV.

MAY 29 1935
U. S. PATENT OFFICE



# AUTOMATIC MACHINE MADE TUMBLERS

BLOWN and PRESSED

•

PRESSED

T-2

# BEER MUGS

•

# WATER PITCHERS

•

# STEMWARE

BLOWN and PRESSED

CATALOG NO. 3

THE HOCKING GLASS COMPANY
LANCASTER, OHIO

TP
868
H685

No Sample Card

D7-
531

VEND p.35
4-15-1967

LOW-CALORIE COLA IS

# NO.1 IN SALES?

# NO.1 IN PROFITS?

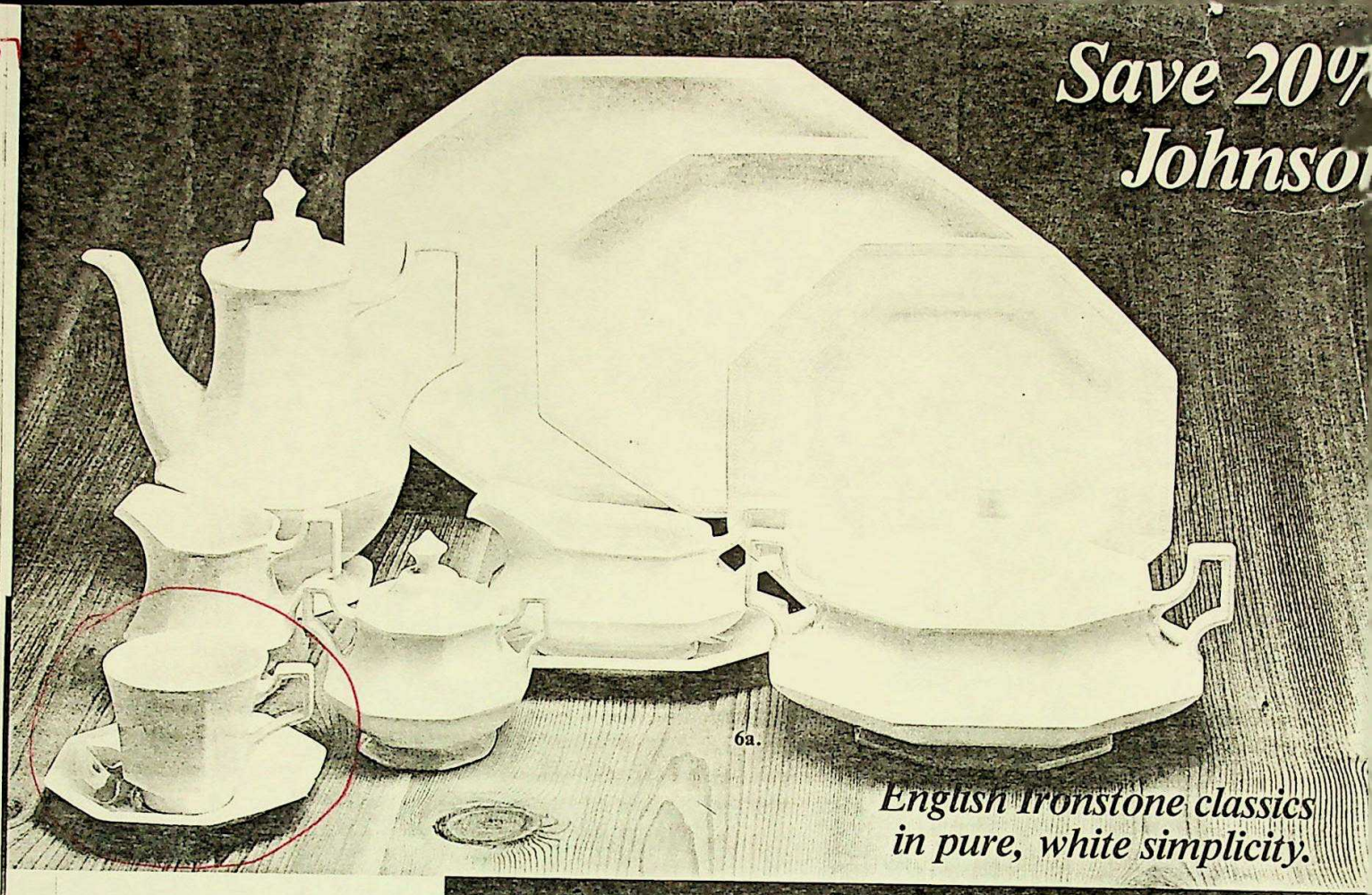
# NO.1 IN CONSUMER DEMAND

CAN YOU NAME ANOTHER?

**You can't.** Ask vending men across the country who have added Diet-Rite Cola syrup to their machines. They can't either. They report soft drink volume increases...some as much as 23 per cent. ☐ There's only one Diet-Rite America's Number One low-calorie cola. The one with the wonderful taste... and less than one calorie to its name. (That's wonderful, too.) ☐ Put Diet-Rite Cola in your vending machines. Then watch your volume and sales grow. And your profits. (That's wonderful, too.)

Royal Crown Cola Co. Columbus, Georgia

# Save 20% Johnson

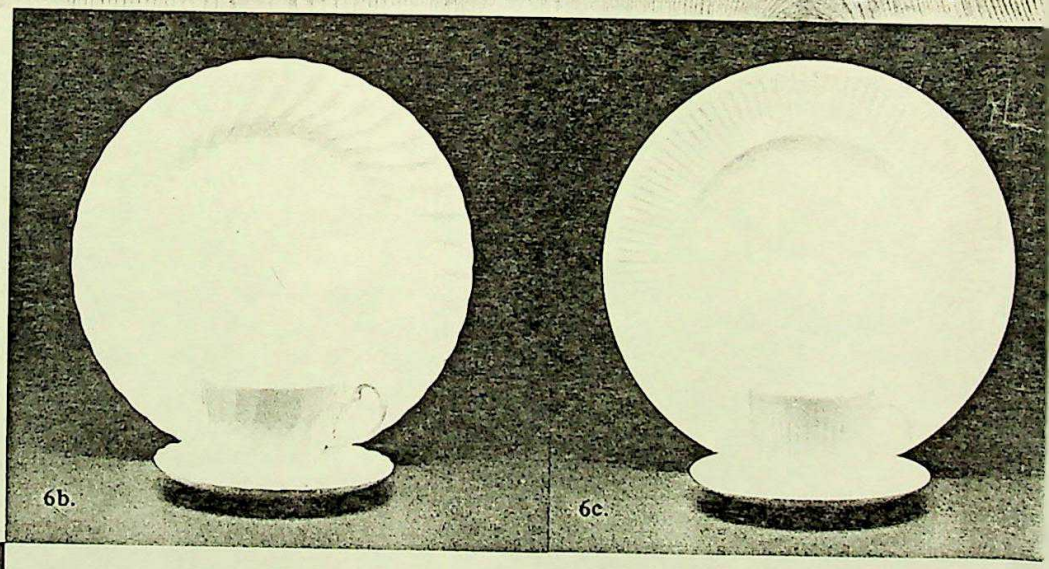


6a.

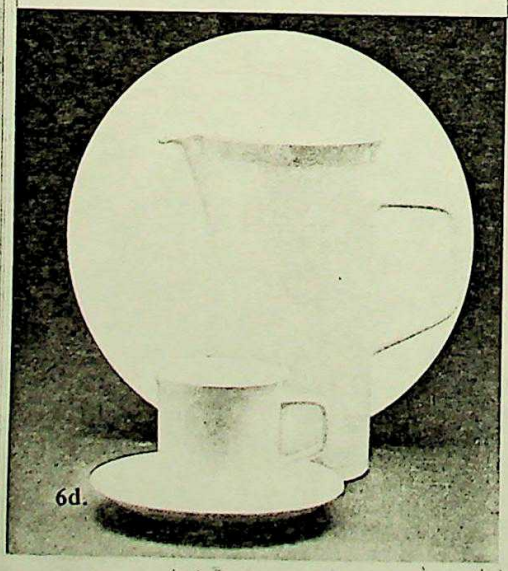
*English Ironstone classics in pure, white simplicity.*

HECHTS CATALOG
REC'd 3/1981

Save 40% on place setting items: dinner plate, bread-and-butter plate, salad plate, cup and saucer, fruit bowl and cereal/soup bowl. Save 20% on all open stock pieces.



6b. 6c.



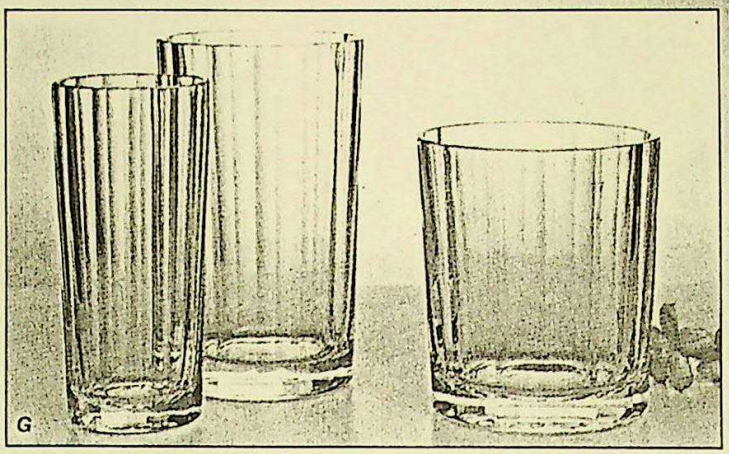
6d.

| | 6a. Heritage | | 6b. Regency<br>6c. Athena<br>6d. Tivoli | |
|---|---|---|---|---|
| | Regular | Sale | Regular | Sale |
| Dinner Plate | $ 7.50 | $ 4.50 | $ 5.50 | $ 3.30 |
| Salad Plate | 4.50 | 2.70 | 3.95 | 2.37 |
| Bread & Butter Plate | 2.95 | 1.77 | 2.75 | 1.65 |
| Teacup | 4.50 | 2.70 | 3.50 | 2.10 |
| Saucer | 2.50 | 1.50 | 2.00 | 1.20 |
| Fruit Bowl | 2.95 | 1.77 | 2.75 | 1.65 |
| Cereal-Soup Bowl | 4.50 | 2.70 | 3.95 | 2.37 |
| Small Platter | 13.95 | 11.16 | 11.95 | 9.56 |
| Medium Platter | 21.95 | 17.56 | 18.95 | 15.16 |
| Large Platter | 29.95 | 23.96 | 27.95 | 22.36 |
| Oval Vegetable | 12.95 | 10.36 | 11.50 | 9.20 |
| Round Vegetable | 12.95 | 10.36 | 8.95 | 7.16 |
| Covered Vegetable | 49.95 | 39.96 | 29.95 | 23.96 |
| Covered Sugar | 17.50 | 14.00 | 16.50 | 13.20 |
| Creamer | 11.95 | 9.56 | 11.25 | 9.00 |
| Gravy Boat | 16.95 | 13.56 | 15.50 | 12.40 |
| Gravy Boat Stand | 9.50 | 7.60 | 7.75 | 6.20 |
| Teapot | 35.00 | 28.00 | 27.95 | 22.36 |
| Coffeepot | 35.00 | 28.00 | 27.95 | 22.36 |

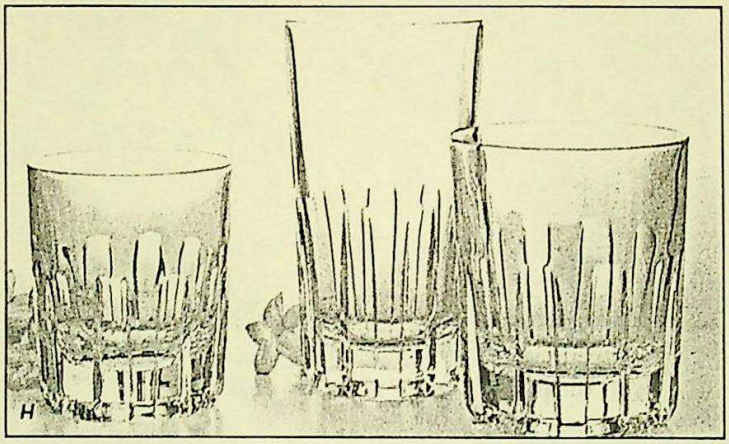
D7/ 531



Open Stock Price
~~30.00~~ **20.00**



G



H

## COLORS OF SPIRITED CLARITY

***F. 33 reasons to plan your next party***
*The 32-pc. Contempo glass set and our 33% savings. Send out the invitations, this Main Course selection from a Towle® company has you covered for occasions large and small. The gift boxed set includes eight each: 15-oz. tumbler, 12-oz. highball, 13-oz. double old fashioned and 6-oz. juice glass. The 32-pc. set, #901 open stock price 30.00* ***20.00***

***G. The clean faceted lines of Optique, dazzling with 20% savings***
*The glasses will catch your eye, the savings will pique your interest.*

| | Reg. | Sale |
|---|---|---|
| *Juice, set of six 6-oz. #902* | *8.75* | **7.00** |
| *Highball, set of eight 13¼-oz., #903* | *15.00* | **12.00** |
| *Double old fashioned, set of eight 12¼-oz. #904* | *15.00* | **12.00** |

***H. Rivaling the sparkle of the evening, our Positano glasses—now 20% off***
*Our Positano glasses are faceted with charm. Each style comes in gift boxed sets of four.*

| | | |
|---|---|---|
| *Single old fashioned, 9-oz., #905* | *12.50* | **10.00** |
| *Highball, 13¼-oz. #906* | *12.50* | **10.00** |
| *Double old fashioned, 12¼-oz., #907* | *12.50* | **10.00** |

***Our exclusive toast in technicolor from the Glass House Collection***
***J.*** *Ritz glassware in your choice of bermuda blue, clear, frosted or tea rose stems, each with a clear bowl and available in gift boxed sets of four.*

| | | |
|---|---|---|
| *Wine, 8-oz. #908* | *15.00* | **12.00** |
| *Cordial, 2-oz. #909* | *15.00* | **12.00** |
| *Fluted champagne, 6-oz., #910* | *15.00* | **12.00** |
| *Goblet, 10½-oz. #911* | *15.00* | **12.00** |

***K.*** *Madison Avenue in tea rose or bermuda blue, each style gift boxed in sets of four.*

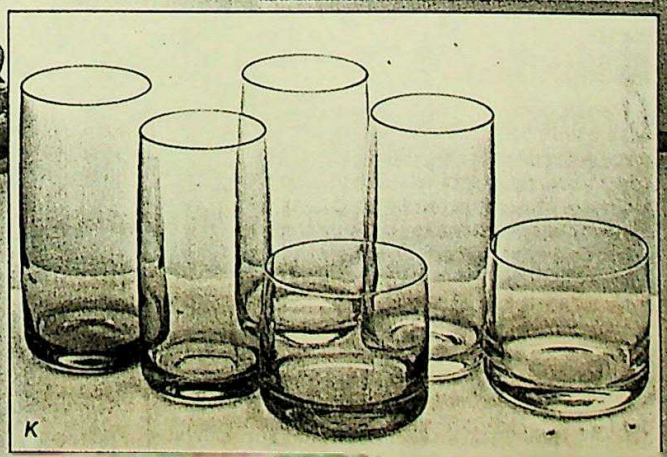
| | | |
|---|---|---|
| *Cooler, 16-oz. #912* | *10.00* | **7.50** |
| *Highball, 13-oz. #913* | *10.00* | **7.50** |
| *Double old fashioned, 10½-oz., #914* | *10.00* | **7.50** |

*Glass, That's Entertainment*

BLOOMINGDALE'S
LIVING COLOR
PAGE 9

CATALOG
REC'D.
APRIL 6,
1983

J

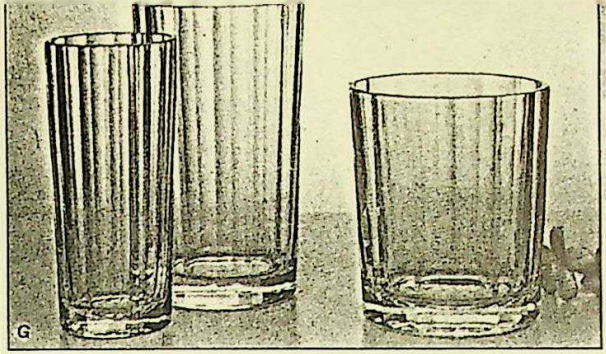


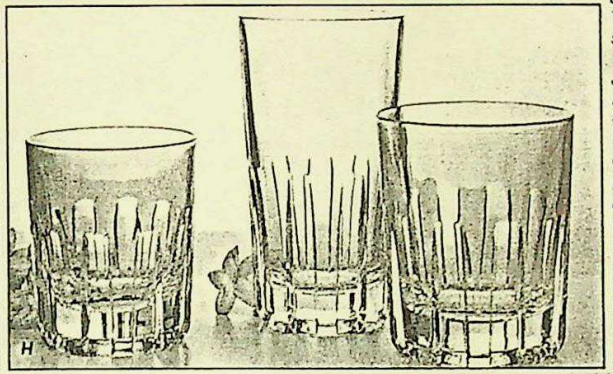
K

D 7/~~14~~ 531

BLOOMINGDALE'S LIVING COLOR CAT. PAGE 9

Rec'd. APRIL, 6, 1983




## COLORS OF SPIRITED CLARITY

**F. 33 reasons to plan your next party**
*The 32-pc. Contempo glass set and our 33% savings. Send out the invitations, this Main Course selection from a Towle® company has you covered for occasions large and small. The gift boxed set includes eight each: 15-oz. tumbler, 12-oz. highball, 13-oz. double old fashioned and 6-oz. juice glass. The 32-pc. set, #901 open stock price 30.00 20.00*

**G. The clean faceted lines of Optique, dazzling with 20% savings**
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| | Reg. | Sale |
|---|---|---|
| Juice, set of six 6-oz. #902 | 8.75 | 7.00 |
| Highball, set of eight 13¼-oz., #903 | 15.00 | 12.00 |
| Double old fashioned, set of eight 12¼-oz. #904 | 15.00 | 12.00 |

**H. Rivaling the sparkle of the evening, our Positano glasses—now 20% off**
*Our Positano glasses are faceted with charm. Each style comes in gift boxed sets of four.*

| | | |
|---|---|---|
| Single old fashioned, 9-oz., #905 | 12.50 | 10.00 |
| Highball, 13¼-oz. #906 | 12.50 | 10.00 |
| Double old fashioned, 12¼-oz., #907 | 12.50 | 10.00 |

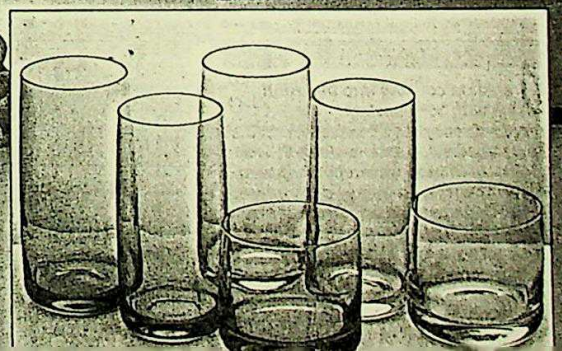
**Our exclusive toast in technicolor from the Glass House Collection**
*J. Ritz glassware in your choice of bermuda blue, clear, frosted or tea rose stems, each with a clear bowl and available in gift boxed sets of four.*

| | | |
|---|---|---|
| Wine, 8-oz. #908 | 15.00 | 12.00 |
| Cordial, 2-oz. #909 | 15.00 | 12.00 |
| Fluted champagne, 6-oz., #910 | 15.00 | 12.00 |
| Goblet, 10½-oz. #911 | 15.00 | 12.00 |

*K. Madison Avenue in tea rose or bermuda blue, each style gift boxed in sets of four.*

| | | |
|---|---|---|
| Cooler, 16-oz. #912 | 10.00 | 7.50 |
| Highball, 13-oz. #913 | 10.00 | 7.50 |
| Double old fashioned, 10½-oz., #914 | 10.00 | 7.50 |

*Glass, That's Entertainment*

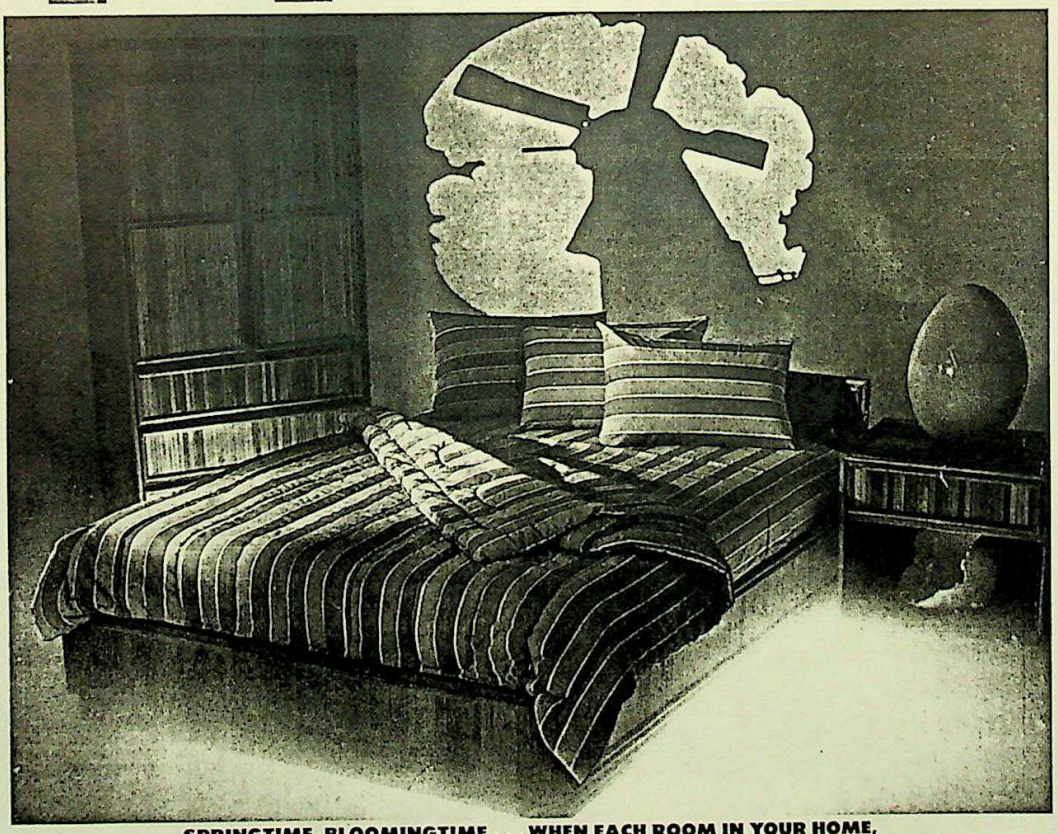


FRONT COVER
CATALOG IN D7-BOX
"BLOOMINGDALE'S

Living Quarters

Received April 6, 1983

# LIVING COLOR



SPRINGTIME, BLOOMINGTIME . . . WHEN EACH ROOM IN YOUR HOME,
AND EVEN YOUR DAILY LIVING, WILL SING ANEW WITH OUR FRESH COLORS FOR LIVING.

bloomingdale's

D7/D4 531

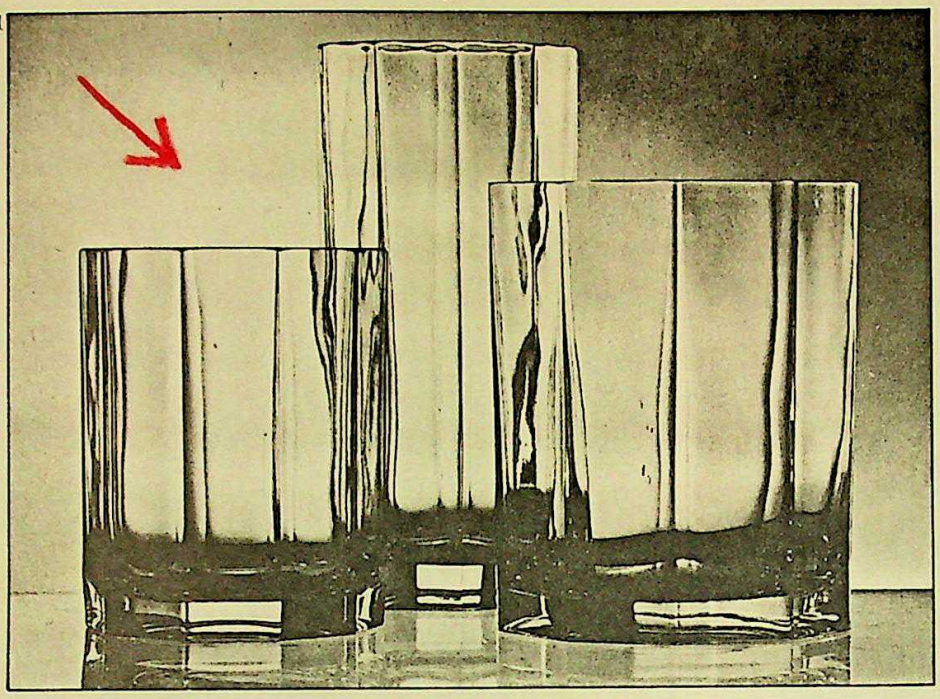
# RIEDEL GLASS: FASHIONABLE & FUNCTIONAL

TABLEWARE INTERNATIONAL

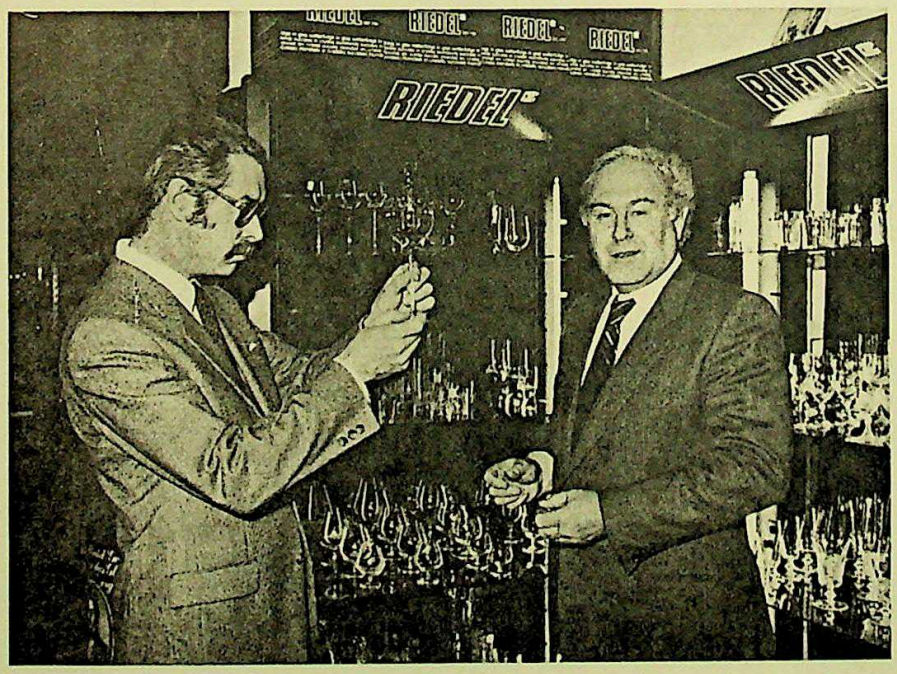
MAY, 1983

PAGE 24

1



(DESCRIPTION ON P. 25)




*Dr Gottfried Rössel (right), managing director of Riedel, is photographed in the company's Vienna showroom with Dr Peter Schöpf, director of the Federal Association of Austrian Glass Industries which was formed 75 years ago to further the interests of Austrian glass at home and abroad. 'We perform a range of duties,' explains Dr Peter Schöpf. 'However, the overall object is to keep our members as a strong and united body so that our glass thrives worldwide.'*

*The Federal Association of Austrian Glass Industries is, of course, particularly interested in increasing exports which, Austria being a small country, are vital to the growth of the industry.*

*The Association is lively in the field of promotions, it organises many trade visits to other countries and its stand is seen at many important trade fairs. 'Although we do not have a huge glass industry, our range is very wide,' says Dr Schöpf. 'Our glass companies are not frightened to try new ideas in both design and technology'*

One of Austria's greatest designers, Professor Claus Riedel, has established his company, Claus Josef Riedel Tiroler Glashütte, as one of Europe's foremost crystal manufacturers. Although the range is wide, embracing many richly cut pieces, it is perhaps the elegance and beauty of the plain and simply decorated suites that make the greatest impression . . . pure glass, strong and smooth, at its very best!

Riedel, employing 300 people, has around 60 different suites and designs that are in continuous production. In addition, there are a further 20 ranges which are produced from time to time.

'It is important to us that our glass is beautiful to look at and functional,' says Dr Gottfried Rössel, managing director and a partner in the company. 'We want people to handle and use our glass every day and not merely use it as an ornament.'

In the late 1950s, looking to increase exports, Riedel manufactured what were at the time considered to be incredibly bold designs.

'People thought we were crazy,' Dr Rössel remembers. 'And it is true, our ideas did take a little time to catch on. However, we thought it was important to educate people towards simple elegance and the best way to do it was to put the right products on the market.'

Dr Rössel, in common with everyone who works at Riedel, is fascinated by glass: 'It is a difficult material to work

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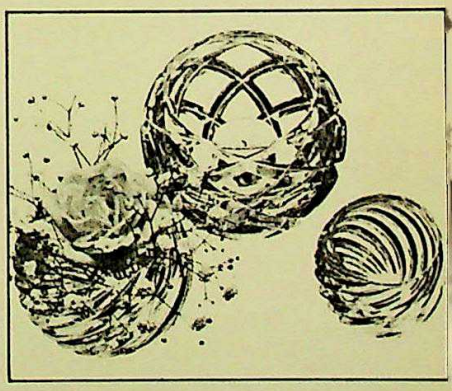

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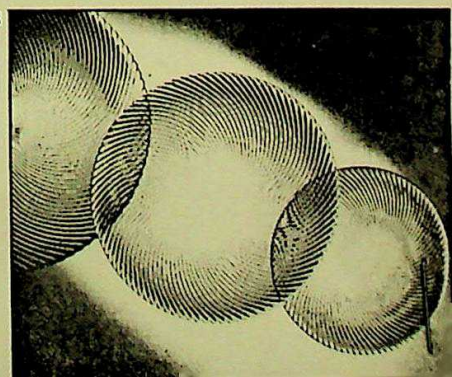

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with – but it offers many challenges to both the designer and the production people.'

As recently as 1981, Riedel celebrated its 225th anniversary . . . It was in 1756 Johann Leopold Riedel founded the first Riedel glass works in Bohemia. Since then, 10 generations of the Riedel family have worked at perfecting its glass designs.

In 1890, the 'Bohemian King of Glass', Josef Riedel the Elder (the 6th generation), had 1,300 employees. His son, Josef Riedel the Younger, was the first to stain the world-famed Bohemian ruby glass with selenium. Walter Riedel, the grandson, helped develop the wide range of glass colours available today and also invented the large-sized glass pistons for radar instruments.

It was also Walter Riedel, an engineer, who took over the Tyrolean glass factory in Kufstein together with his son, Professor Claus Josef Riedel, and enlarged it. In 1969, a new glass factory was opened in Schneegattern. The company also has a lead crystal grinding shop in Matrei, eastern Tyrol, and the sales organisation is based in Vienna. The daily output amounts to 12,000 pieces of top quality lead crystal, for the most part mouth-blown and hand made.

The number of international awards and state prizes won by Riedel glass give some indication of the respect that its products have attained all over the world. This is reflected in exports: 65 per cent of total production goes to over 60 countries worldwide.

Another important area of business for Riedel are its glass beads manufactured by the Josef Riedel Company. The factory exports thousands of kilos of beads and Christmas decorations each year.

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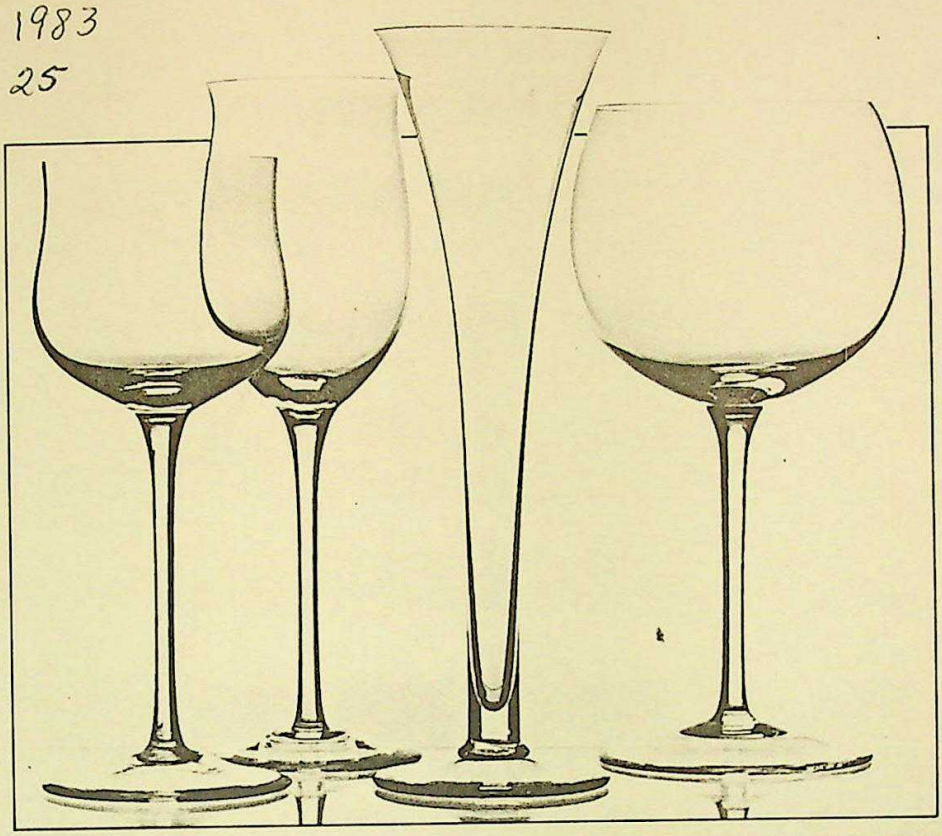

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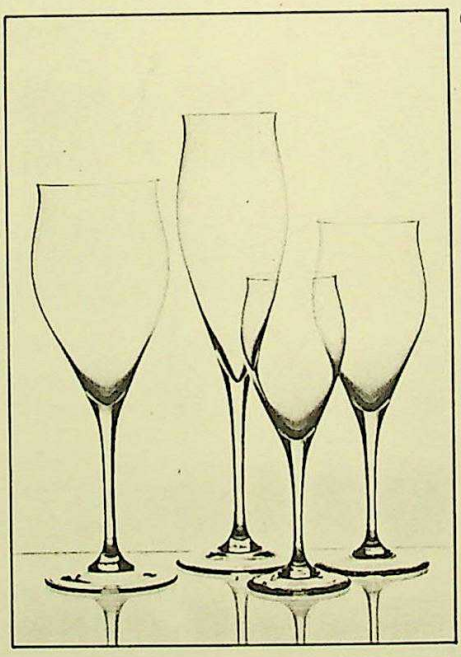

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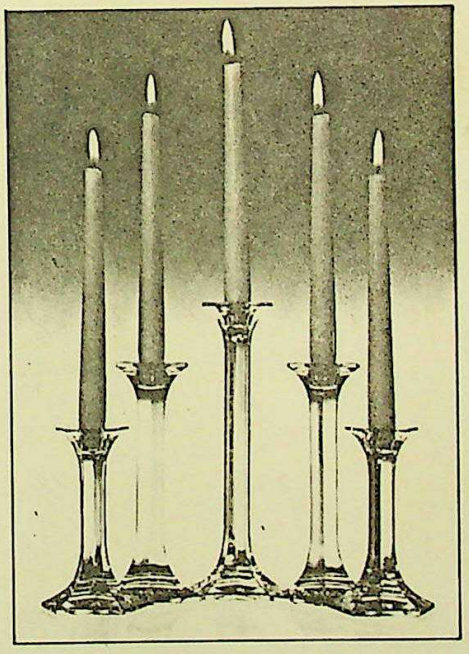

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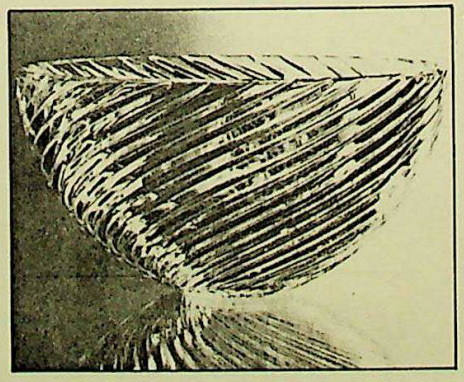

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*1 'Admiration', a most unusual tumbler suite with ten sides*

*2 Attractive centre pieces from the 'Vento' range*

*3 'Archimedes' is a series of new plates in different sizes with a spiral motive*

*4 'Sommeliers', the famous gourmet glass series*

*5 'Bruxelles', which was awarded the Grand Prix at the World Exhibition Brussels, 1958*

*6 'Pentagon', a series of crystal candleholders with a five-edged diamond cut*

*7 'Titan' is available in bowls, vases, ice-buckets, champagne cooler, ashtrays and a matching drinking glass suite called 'Astoria'*

*8 'San Michele', drinking glasses*

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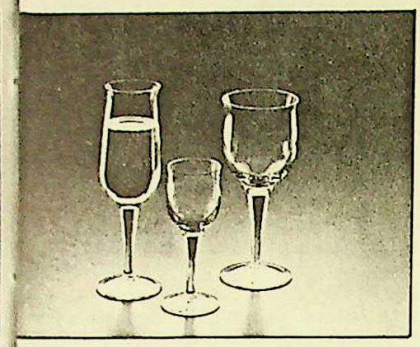

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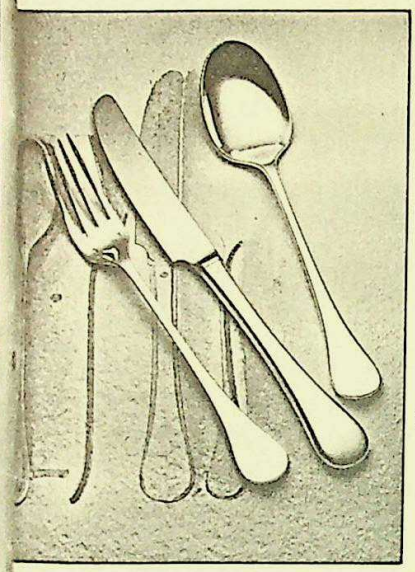

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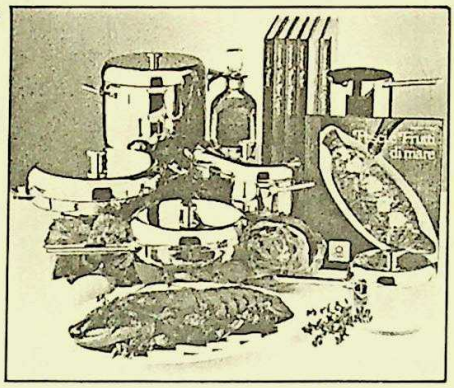

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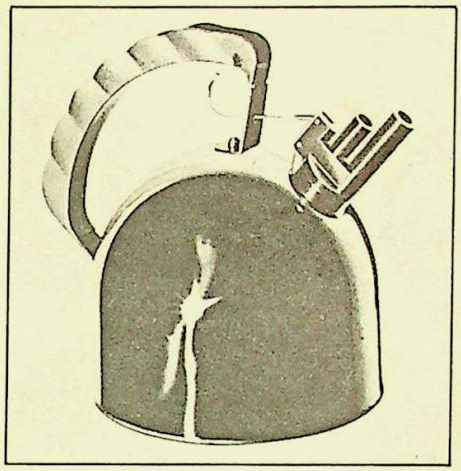

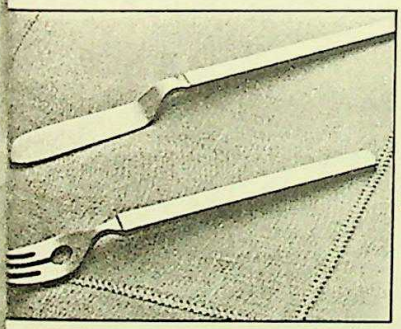

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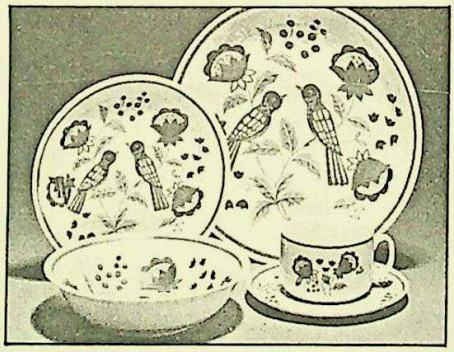

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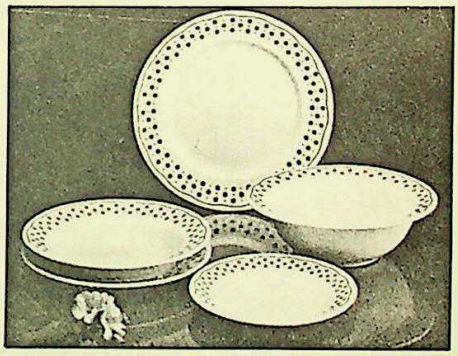

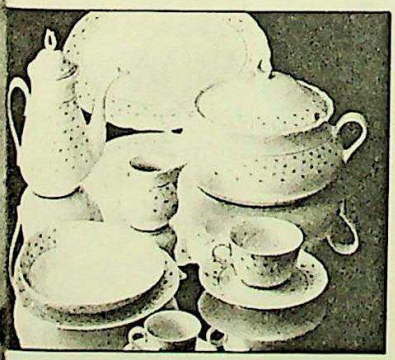

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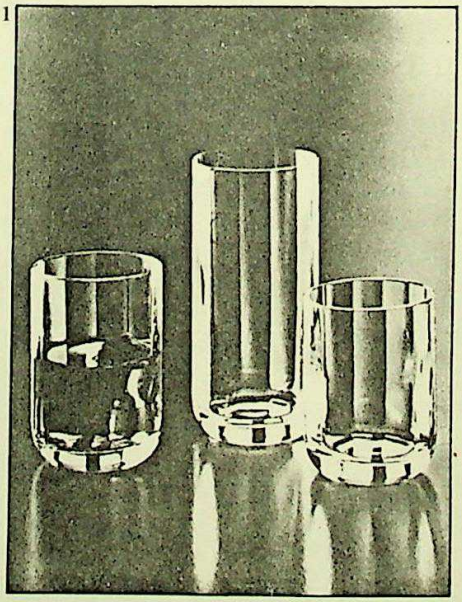

*1 New from Bormioli, the 'Calica Raffaello' range of tulip-shaped glass. 2 Also new from Bormioli, the 'Silos' storage jars. 3 Morbelli's latest range returns to a Far Eastern theme. 4 'Queen Anne' from Sambonet which is available in silver-plate or stainless steel. 5 Beautiful cookware from Sambonet. 6 Richard Sapper's incredible kettle – for Alessi. It has a melodic whistle! 7 A most unusual range of cutlery designed by Achille Castiglioni for Alessi. 8 Bold colours decorate this striking set from Tognana. It is called 'Laura'. 9 An interesting border pattern decorates Tognana's 'Veneto' line. 10 'Betty' – in blue – is also from Tognana. 11 Part of the 'Eco' range from Bormioli*

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~~D7/15~~ May, 1940
p. 25
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# New TABLEWARE

BELOW:

SWEDEN'S BEST GLASS BLOWERS contribute these items in crystal for America's tables. Graceful, smart, modern, they complement all dinnerware patterns. The oil cruet is $5.75; the sauce boat and base, $5; the olive dish $7.50. Prices are retail. All pieces shown are from the Alsterfors factory, imported exclusively by J. H. Venon, Inc., 212 Fifth Ave., New York.

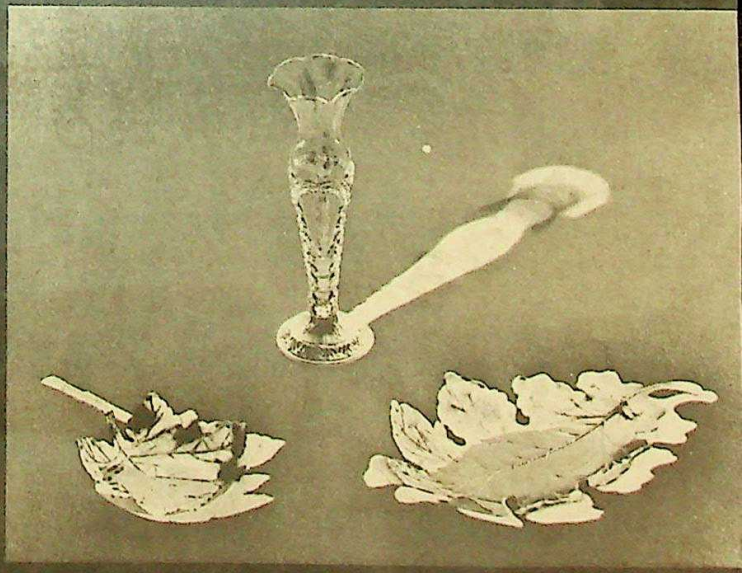
ABOVE:

ENDURING ENSEMBLE. Both glasses and the leaf platter shown are of Crystalex, an unbreakable solution to any hostess's dilemma. The cocktail glasses are $6.60 a dozen, the highball glasses, $7.20. The leaf platter, excellent for hors d'oeuvres, canapes or as a general service tray, can also be used for floating flowers. Available in two sizes, the smaller at $24 a dozen, and the larger at $42. All are from Lewis P. Weil, 90 Church Lane, Germantown, Penna.

A

OW:

ECORATIVE DELIGHTS. The metal oak and maple es in golden color ormolu, may be used for table oration, mints or bon bons. The bud vase, with ovable glass lining, is decorated with fine filigree al plated with pure gold. All are made by Bernard e's Sons, Inc., Apollo Studios, 325 Fifth Ave., New York.



ABOVE:

CLEAR CRYSTAL that is crystal clear with the delicate contours found only in fine glass. These three pieces come in 6, 8, 10 and 12 inch sizes. From W. E. Lindemann, 225 Fifth Ave., New York.

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